MEMORANDUM

January 30, 2015

TO: Education Committee

FROM: Vivian Yao, Legislative Analyst *VY*

SUBJECT: Briefing: Montgomery Coalition for Adult English Literacy (MCAEL)

The Committee will receive an annual update from MCAEL. The following MCAEL representatives are expected to participate in the briefing:

- Kathy Stevens, Executive Director, MCAEL
- Charlotte van Londen, Instructional Specialist, MCAEL
- Marta Perez, MCAEL Board Member

BACKGROUND

In 2004-2005, the Council and Montgomery College worked together to create a nonprofit organization to promote the teaching of English to adults whose native language is not English. That organization was named the Montgomery Coalition for Adult English Literacy, acknowledging "the critical need to advance literacy alongside English-language learning in the community."

In addition to helping strengthen the capacity of adult English literacy providers to deliver high quality programs and serving as a community resource for information on adult English literacy, MCAEL also allocates funding to organizations seeking grant funding from the County. Starting in FY09, the Council decided to appropriate to MCAEL County funding for adult literacy programs, including English for Speakers of Other Languages (ESOL) (Resolution 16-354, approved on October 30, 2007). Organizations seeking grants for such programs must apply to MCAEL. The Council forwards to MCAEL, without review or comment, any grant applications it receives. The County expects MCAEL to monitor its grantees to ensure that the County grants are well-used.

The Committee has expressed appreciation to MCAEL for its work and for taking on the additional responsibility of administering the County's grant program for adult literacy. The

Committee has noted the improved accountability and oversight and the development of improved performance measurements provided by the organization. The Committee receives periodic status reports from MCAEL prior to reviewing the organization's operating budget in the spring.

For FY15, the Council approved $1,257,058 for MCAEL, an increase of $330,000 from the approved FY14 funding level. The increase was provided to increase access to adult literacy services by increasing amounts available for capacity building grants to ESOL providers and supporting MCAEL's infrastructure and outreach and community engagement efforts.

STRATEGIC PLAN

MCAEL completed its Strategic Plan 2015-2017 (excerpts attached at ©1-5) after the Committee last received an update from the organization. The Strategic Plan "recommits MCAEL to high-quality support of adult English literacy programs as its first priority. Additionally, the plan calls for a strengthened and diversified fundraising program as well as expanded marketing and outreach to fuel growth and ensure sustainability."

The plan identifies the following three goals:

- To support organizations to offer quality adult literacy programs.
- To increase and diversify financial resources.
- To strengthen marketing and outreach of the Montgomery Coalition for Adult English Literacy in order to promote literacy and enhance program delivery.

Executive Director Stevens will be available to discuss and answer questions about the strategic plan.

MCAEL REPORTS

As part of its update, MCAEL has provided its FY14 Annual Report (©6-18) and FY14 Data Report (©19-24).   The organization's objectives and activities/accomplishments in meeting those objectives are summarized on ©7-14. FY14 grant awards are reported on ©15-18. The MCAEL FY14 Data Book provides information about limited English proficient adults; the number, types and locations of English Literacy programs; demographic information about adults served; and other service and outcomes data for MCAEL programs. The FY14 Community Grant Outcomes Report is attached at ©25.

MCAEL has also provided the FY15 Mid-Year Report (©26-31) and report on grants awarded (©32-36). The FY15 Mid-Year Community Grant Outcomes Report is attached at ©37.

County Grants
For FY15, MCAEL awarded $910,000 in County grants supporting 18 organizations and 22 programs. The level of funding for grants is 73% or $385,000 higher than the FY13 level. The FY15 grant awards include 15 literacy access grants totaling $129,802 that support drop in

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classes or classes with under 120 hours per year. The Literacy Access Grants provide additional access to ESOL services and leverage partnerships and resources; create access to English classes for underserved populations; and develop access points to link individuals to the larger ESOL system in the County.

The following table provides comparative data for grants awarded in FY13, FY14, and FY15. Information describing the programs funded in FY15 can be found at ©32-36 and at ©7-14 for FY14.

Organization	FY13 Grant	FY14 Grant	FY15 Grant	Enroll FY13	Regis FY14
*MCPS Foundation-Linkages to Learning & George B. Thomas	$ 59,100	$ 94,000	$205,593	228	330
CASA de Maryland-Evening ESOL	$ 131,900	$149,200	$174,750	722	556
Literacy Council of MC - ESOL	$ 60,867	$ 78,000	$149,393	313	268
Community Ministries of Rockville	$ 68,101	$ 82,500	$106,302	200	?
Spanish Catholic Center	$ 70,000	$ 75,000	$ 82,000	457	236
Rockville Seniors	$ 19,564	$ 28,000	$ 34,860	84	50
CASA de Maryland-Workforce ESOL	$ 22,000	$ 27,000		171	300
CASA de Maryland-Workforce ESOL Shady Grove			$ 10,650		
CASA de Maryland-Workforce ESOL Silver Spring			$ 10,650		
CASA de Maryland-Workforce ESOL Wheaton			$ 10,650		
Mental Heath Association-Family Discovery Center	$ 22,500	$ 42,500	$ 27,300	21	17
Workforce Solutions Group-English for Employment	$ 24,408	$ 25,000	$ 11,882	15	27
Impact Silver Spring	$ 9,480	$ 13,000	$ 11,688	138	87
Aca A. Brito Foundation-Language and Computer			$ 11,250		
Literacy Council of MC-Family Literacy	$ 1,500	$ 4,000	$ 10,630	14	25
Chinese Culture & Community Svcs Center-Adult English Literacy		$ 8,500	$ 9,419		132
*George B. Thomas - Watkins Mill Saturday School Adult Literacy			$ 9,293		
Korean-American Senior Citizen's Association	$ 9,480	$ 11,000	$ 8,600	27	20

*The award to Linkages to Learning included funding for George B. Thomas Learning Academy's program at Watkins Mill in FY14, but was subsequently included as a stand-alone grant to GBTLA in FY15.

Seneca Creek Community Church	$ 3,700	$ 4,000	$ 6,200	93	59
Adventist Community Services of Greater Washington		$ 5,000	$ 5,900		14
Briggs Center for Faith and Action			$ 5,300		
Jewish Community Center (JCCGW)			$ 4,140		
MC Muslim Foundation	$ 3,150		$ 3,550	6	
Casa de Maryland-ESOL/Computer Literacy		$ 3,300			
Workforce Solutions Group - Workplace English for Hospitality	$ 19,050				–
YMCA-Nob Hill English Class	$ 200				–

Council staff notes that MCAEL's FY15 Annual Report quantifies registered adult learners instead of enrolled adult learners previously reported in earlier reports. The enrolled learner category included duplicates of learners who attended more than one session during the Winter/Spring time frame. The registered learner category is an unduplicated number and provides a more accurate quantification of adults served.

MCAEL reports that it has collected demographic and enrollment data from 100% of FY14 grantees; however, registration information for Community Ministries of Rockville was inadvertently omitted from the FY14 Data Report. MCAEL is expected to provide updated information to the Committee.

Additional MCAEL Services
The MCAEL FY14 Annual Report and FY15 Mid-Year Report highlight the work of the organization and describe efforts of the organization in supporting the system of adult English language education in the County in addition to grants management. MCAEL's activities include: coalition building and advocacy, information and dissemination, professional development, data and outcomes collection, database maintenance, and leveraging additional resources.

The following table provides information on data points provided in the MCAEL reports from FY13 through FY15.

	mid-FY15	FY14	FY13
# of ESOL and literacy services programs supported by MCAEL	60+	60+	70+
# instructors and staff supported by MCAEL	700	800+	1500
# of adult learners supported by MCAEL	20000+	20000+	20000+
# programs contacted for MCAEL database	75	60	80
# of data points for program database	26	26	34
# of individuals receiving monthly e-mails	2000	2000	2000
# of electronic announcements	40	41	85

# program applications for funding received	24	17	19
Funding requested for grants	1,084,549	845,000	600,000
# organizations receiving grants	18	17	16
# programs receiving grants	22	16	16
Amount awarded in grants	910,000	660,000	525,000
# Learners enrolled in fall/spring grantee programs	2400/NA	1700/2489	1500/1550
# Grantee site visits from MCAEL staff	5	0	0
# hours of comprehensive professional development	27	94	62
# individuals served by workshops and meetings	110	190	170
# organizations represented by workshop and meeting attendees	33	51	49

Council staff makes the following trend observations from the FY13 through FY15 mid-year data:

- There is an upward trend in the amount of funding awarded for grants, the number of organizations and programs receiving grants, the amount of funding requested by applicants, and the number of program applications received.
- The hiring of an instructional specialist has allowed MCAEL to implement site visits to adult ESOL programs in FY15.
- There seems to be a decreasing number of programs, instructors, and staff supported by MCAEL. **The Committee may be interested in understanding what accounts for this trend, and the impact of the decrease, if any, on the quantity or quality of services provided to adult learners in the County.**
- The number of adult learners supported by MCAEL remains static as reported. **Does MCAEL believe that this number is increasing, but not captured in the way that is reported? Has there been an effort to better quantify this figure?**
- The number of hours of comprehensive professional development seems low for mid-year FY15. **How many hours of comprehensive professional development does MCAEL anticipate will be provided by the end of FY15?**

Leveraging Additional Resources
MCAEL and the MCAEL Board continue to build the organization's fundraising capacity, and the FY15 mid-year report highlights progress in this area. According to the FY15 Mid-Year Report, the organization has been leveraging funding through the Morris and Gwendolyn Cafritz Foundation, the Montgomery College Foundation, and the J. Willard and Alice S. Marriott Foundation.

The organization has been developing partnerships with local, regional, and national businesses including Eagle Bank, M&T Bank, Saggar and Rosenberg, Comcast, Burness Communications, Lerch, Early & Brewer, Holy Cross Health, Social and Scientific Systems, PEPCO, Lee Development Group, and Rosetta Stone.

In addition, MCAEL has increased its base of individual donors and hosted the annual fundraising event "Grown Up Spelling Bee for Literacy." The MCAEL Board was also a finalist for the Center for Non-Profit Advancement's Outstanding Board Award.

Wait List Information Serving Additional Clients

During the Joint HHS and Education Committee discussion of Unaccompanied Minors/Children Fleeing Violence, Councilmembers requested information about how many adult English classes could be added in FY16 and how the addition of these classes would likely impact the wait list for services. MCAEL's response to this inquiry is included at ©39.

MCAEL looks at a variety of data to determine the need for adult English classes including information on class enrollment, wait-list, retention, and learner gains. While first noting the limitations of wait list data, Executive Director Stevens reports that MCAEL grantees and the Gilchrist Center show a wait-list of just under 900 individuals and Montgomery College reports an additional 650 students not placed for services after testing or calling after the close of registration.

Executive Director Stevens notes that although the FY15 Mid-Year reports shows a significant increase in enrolled learners, not all classes are filled to capacity. She explains that this dynamic is "a natural occurrence in adult education and in the social services arena." For example, with increased funding from the County, MCAEL worked with two ESOL providers to open new sites/classes in Gaithersburg and Upcounty area, which has had chronic and growing wait lists for adult English classes. Currently, one program shows no waitlist, and the second program has about 50% of its new program seats filled at one location, but still maintains a wait list at another location.

Council staff notes that increasing capacity to address adult learner needs requires the consideration of a number of potentially limiting factors. Although there appears to be a substantial amount of unmet need for adult English classes, growing programs too quickly may result in unused capacity. Indeed, the Council has recognized the need to increase support for English literacy services to address unmet demand in a measured way over time. Moreover, the amount of unused capacity may increase if expansion occurs without addressing other potentially limiting factors, like having accessible space to deliver programs or making transportation available to participants to access programs.

The Committee may be interested in getting more information from MCAEL before FY16 budget discussions including an understanding of the extent to which adult English literacy classes can be expanded to reach unserved populations without creating substantial unused capacity. Understanding whether other resources, including space and transportation, are needed to address the need for services in a given geographic area would be useful. In addition, the Committee may also be interested in hearing about MCAEL's efforts to outreach to underserved communities.

The Montgomery Coalition for Adult English Literacy (MCAEL) Strategic Plan for 2015-2017, developed under the direction of the board and Executive Director Kathryn Stevens, recommits MCAEL to high-quality support of adult English literacy programs (hereafter referred to as "providers") as its first priority. Additionally, the plan calls for a strengthened and diversified fundraising program as well as expanded marketing and outreach to fuel growth and ensure sustainability.

Strategic Vision Statement

In the next three years, the Montgomery Coalition for Adult English Literacy (MCAEL) will increase organizational capacity and promote literacy by empowering providers to increase the quality of their programs and instruction, by better serving an increasing number of learners and by partnering to increase the visibility of MCAEL as a leading model of a literacy coalition.

Mission Statement

The Montgomery Coalition for Adult English Literacy strengthens the countywide adult English literacy network to support a thriving community and effective workforce.

Aspirational Vision Statement

MCAEL envisions a culturally diverse community where dreams are achieved through the power of literacy.

Goals

1. To support organizations to offer quality adult literacy programs.
2. To increase and diversify financial resources.
3. To strengthen marketing and outreach of the Montgomery Coalition for Adult English Literacy in order to promote literacy and enhance program delivery.

Support Network

Financial Growth

Enhanced Marketing

Advance Mission of MCAEL
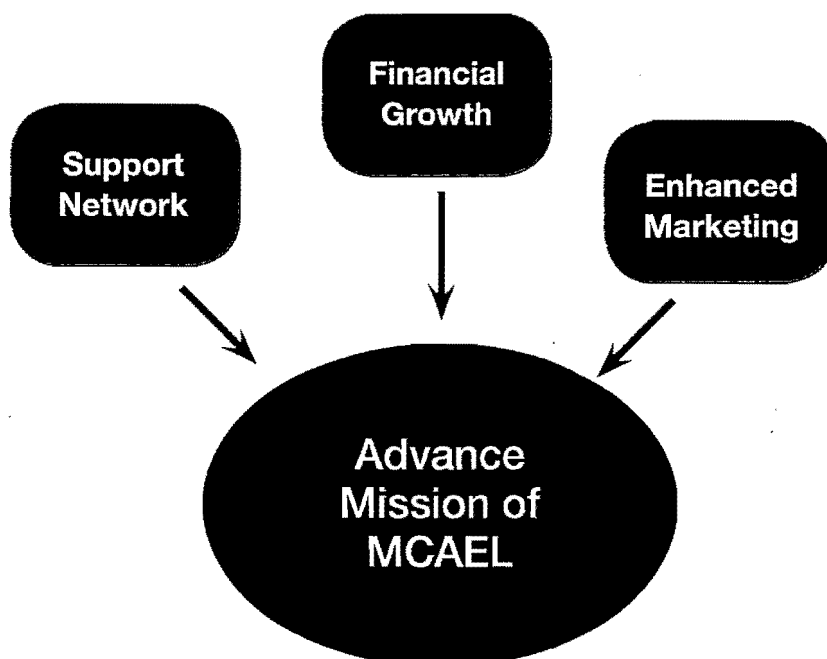
STRATEGIC PLAN 2015 – 2017

An organizational strategic plan addresses three fundamental questions:

Why do we exist?

Where are we going?

How are we going to get there?

The response to the first question establishes the **foundation** of an organization and provides a constant beacon for decision-making. The second question addresses an organization's **strategic direction** in the context of a complex, ever-changing environment. Strategic direction is at the heart of the strategic planning process and is articulated through a time-bound vision for the organization and related goals and strategies. The determination of how the strategic direction can best be achieved forms the **implementation plan** with its specific objectives and action plans. (Capacity Partners® Strategic Planning Framework)

FOUNDATION

Although MCAEL's mission, aspirational vision and values have changed little throughout its nine-year history, the strategic planning teams felt that re-examination and re-articulation would be beneficial. The results of that inquiry led to increased clarity regarding MCAEL's mission as a coalition and reaffirmation of the group of primary stakeholders that it serves. MCAEL's primary stakeholders are the provider organizations/programs and the staff and instructors. The foundation work also yielded powerful new language to communicate MCAEL's purpose, values and vision for the programs it serves. The revised mission and vision statements are:

Mission Statement

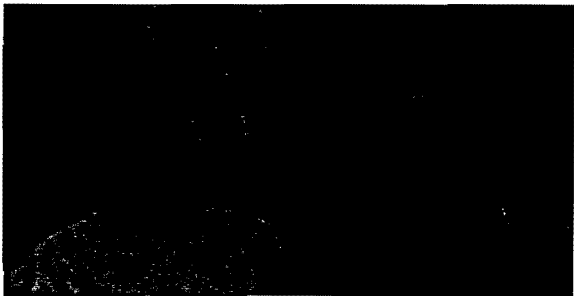The Montgomery Coalition for Adult English Literacy strengthens the county-wide adult English literacy network to support a thriving community and effective workforce.

Aspirational Vision Statement

MCAEL envisions a culturally diverse community where dreams are achieved through the power of literacy.

Strategic Direction

To provide a framework for setting the strategic direction, MCAEL conducted extensive internal and external stakeholder analysis as well as basic research into the needs of English language learners. This research highlighted evidence that MCAEL's core programs are strong, effective and responsive to the needs of providers and learners. Key questions emerged regarding the direction MCAEL should take in light of the changed demographics in Montgomery County (as of the 2010 Census, Montgomery County is a "majority-minority" county), the challenges facing both programs and learners and the opportunities provided by technology. Merging research and extensive internal discussion resulted in the following strategic vision for MCAEL with three goals and associated strategies.

Strategic Vision Statement

In the next three years, the Montgomery Coalition for Adult English Literacy (MCAEL) will increase organizational capacity and promote literacy by empowering programs to increase their quality and instruction; by supporting programs to serve an increasing number of learners; and by partnering to increase the visibility of MCAEL as a leading model of a literacy coalition.

Goals

Together with the Strategic Vision Statement, the three goals listed below form MCAEL's "strategic direction" – a direction that points firmly toward the path MCAEL is committed to following in order to realize its vision for the next three years. With rare exception, decisions that MCAEL makes should advance these goals and enact their accompanying strategies, objectives and action plans.

The goals are:

1. To support organizations to offer quality adult literacy programs and to reach an increasing number of learners who wish to take English classes.

2. To increase and diversify financial resources.

3. To strengthen marketing and outreach of the Montgomery Coalition for Adult English Literacy in order to promote literacy and enhance program delivery.

Goal #1: To support organizations to offer quality adult literacy programs and to reach an increasing number of learners who wish to take English classes.

Context/Background

MCAEL seeks to continue to support and improve the delivery of quality English instruction. In Montgomery County the network of English providers is diverse. The nature of the field is that some programs are small, immigrant-run, community-based programs, while others are more developed adult education organizations. Thus, the program support that is required is diverse and evolving as new classes and programs are born, and as needs and resources develop. MCAEL trains program staff and instructors to ensure that quality instruction and programming

MCAEL strengthens the adult English literacy network by engaging both private and public partners.

is offered: it is a continuous improvement model. Additionally, MCAEL works with programs to collect and report on data that shows learner outcomes as well as accomplishments of the coalition network as a whole. Network participants rely on and value MCAEL's training and technical support.

Strategies

1. Develop additional funding for capacity-building grants for program expansion to address continuing and emerging needs in the community.
2. Measure outcomes by beginning with success indicators and measuring benchmarks at check points. Both individual and program outcomes will continue to be measured.
3. Continue providing high-quality professional development workshops to both program staff (on topics such as nonprofit management and TESOL standards) and instructors (on topics such as adult language learning theory).
4. Improve access to technology for programs and providers.
5. Increase MCAEL's capacity to provide support and/or technical assistance to programs participating in the coalition.

## Goal #2: To increase and diversify financial resources.

Context/Background

MCAEL receives significant funding from the Montgomery County government. The county provides significant funding for MCAEL's operating budget. Additionally, MCAEL acts as the county's grant intermediary for the adult English literacy grant monies. This reflects the priority that the county places on supporting MCAEL and the network of providers. In addition, MCAEL recognizes that continuing to diversify sources of financial funding, and building those sources, will allow the organization to increase its ability to support and promote adult English literacy. Diversifying resources may require a feasibility study, too, at the outset to assess greatest areas of opportunity.

Strategies

1. Continue stewarding and building working relationship with Montgomery County and other possible governments as potential funders (municipal, state, federal).

2. Create a business membership model that focuses on stewarding and maintaining current business donors in the near term and growing a business membership opportunity for businesses in the future.
3. Maintain foundation giving by stewarding current donors. Expand foundation giving by identifying shared (co-applications with provider organizations or other Montgomery County entities) and local, regional and national grant opportunities.
4. Expand individual giving by identifying potential groups of new donors (MCAEL program participants, social media followers, etc.).
5. Develop an earned revenue plan capitalizing on already existing resources such as the teacher toolkit, the check list for creating a literacy program, and/or fee-for-service training (for those outside of the MCAEL network).
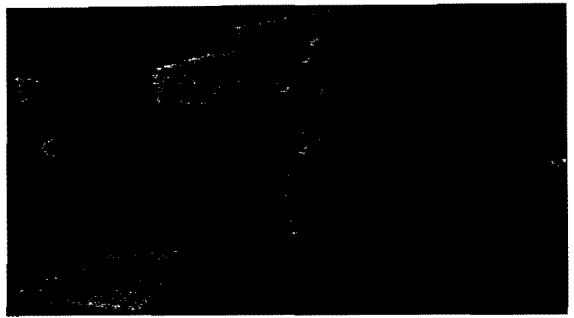
Goal # 3: To strengthen marketing and outreach of the Montgomery Coalition for Adult English Literacy in order to promote literacy and enhance program delivery.

Context/Background

The Montgomery Coalition for Adult English Literacy is often abbreviated as "MCAEL" with a logo that is a series of colored bars. Among those that already know about MCAEL and its work, the coalition enjoys a good reputation and is known as the backbone of the English literacy network. However, there are many (organizations, community and business leaders, potential learners and others) that do not know or recognize what MCAEL is and what the coalition does. Thus, questions are raised. Is this name and brand recognizable to the various audiences with which MCAEL interacts? Is the moniker "MCAEL" easily explained and understood? Does it communicate the mission and work of the coalition clearly to MCAEL's current and potential constituents and partners?

Strategies

1. Engage in a professional analysis of the brand and its impact on target audiences.
2. Evaluate recommendations of professional brand analysis and determine next steps.
3. Implement results and recommendations from brand analysis, potentially including but not limited to revising/adding logo, name, tagline or other items as needed (including revision to materials such as website)
4. Identify priority audiences to reach and expand the audiences in an optimal way.
5. Create and prioritize Marketing and Outreach Plan for multiple audiences based on the audiences identified in number 4.

Implementation Plan

With the approval of the high-level plan by the MCAEL board of directors in early 2014, work will begin on the implementation plan. During the subsequent six months, board and staff will continue to meet and to flesh out annual objectives and action plans.

It takes an average of 7 years for a non-English speaking adult to become proficient in the English language. MCAEL supports programs to provide high quality instruction so adults in Montgomery County can stay engaged and enrolled in classes to ensure language gains.

MCAEL

Adult English Literacy

Montgomery Coalition for
Adult English Literacy

FY14 Final Report

Contract #9711000042-AA

July 8, 2014

INTRODUCTION

MCAEL is a community coalition of public, nonprofit, and business partners that support more than 60+ adult ESOL (English for Speakers of Other Languages) and literacy service programs, 800+ instructors and staff, and over 20,000 adult learners. Together, the coalition works to strengthen the community by helping adults gain the English literacy skills needed to reach their potential as parents, workers and community members.

In July 2013, the Montgomery Coalition for Adult English Literacy (MCAEL) was awarded an extension of Contract #9711000042 "to continue to promote English literacy, leverage private and public dollars for Adult English as a Second Language (ESL) services, and assist ESL providers in building their capacity to increase the quality of ESL services they provide." Under this contract, MCAEL allocates and manages grant funding to support direct services, through special authorization by the Montgomery County Council. In addition to providing direct financial resources, MCAEL is dedicated to strengthening the county-wide adult English literacy network with resources, training, collaborations and advocacy to support a thriving community and an optimal workforce.

MCAEL is comprised of two full-time staff, an Executive Director and a Director of Programs and Services, and one part-time staff, a Program/Administrative Assistant. Another part-time staff person is in the process of being hired to support programmatic activities. Additionally, MCAEL continues to maintain the services it provides through the dedication of board members and a dedicated cohort of volunteers.

MCAEL PROGRAM ACTIVITIES AND ACCOMPLISHMENTS

Throughout FY14, MCAEL undertook the following activities in line with the general purpose of the funding and the specific Scope of Services identified in Section II of the contract, with the following results:

> **1. Maintain a database of ESL providers, teachers, advocates and advocacy groups that serve the residents in Montgomery County or could be of benefit to ESL providers that serve Montgomery County residents.**

- Conducted annual revision of provider programs database via survey, emails and individual follow- up calls - **contacted over 60 ESOL programs/sent emails to 150+ provider staff. Collected information through 26 data points** (e.g. name, location, time/day of classes, # of volunteers).

- Staff and board continued to build a network of advocates, providers and instructors by promoting literacy through various public fora, individual meetings and local media appearances. **Attended 32+ events around Montgomery County and Greater DC area** including those in the following list.

  - Committee for Montgomery Legislative Breakfast & monthly meetings
  - Bethesda Chevy Chase Chamber of Commerce Quick Connect
  - Montgomery County Chamber of Commerce Public Safety Awards
  - Interfaith Works Companies Caring Breakfast
  - Montgomery Moving Forward Steering Committee Meetings & Symposium on Workforce Development
  - Montgomery County Chamber of Commerce Business Awards Dinner
  - Community Foundation Funders Roundtable and Anniversary Celebration
  - IMPACT Now
  - County Executive's Ball
  - LCMC 50 Years Event
  - Affordable Housing Conference –Montgomery County
  - Non-Profit Village Awards Breakfast
  - County Executive Forum sponsored by Non-Profit Montgomery
  - Passion for Learning 10th Anniversary
  - Non-Profit Roundtable Annual meeting
  - Montgomery Women Annual Meeting
  - Gaithersburg Coalition Provider Meetings & City Nonprofit Focus Group
  - Down County Network Meetings
  - MontgomeryWorks Partners Meetings
  - NCL Public Policy Annual Meeting
  - U.S. Conference on Adult Literacy
  - Immigration Reform Planning Meetings (OCP)
  - Leadership Montgomery Homecoming

- o Montgomery County Public Schools Prekindergarten/Head Start Programs Annual Community Providers' Collaboration Forum and Parent Outreach Open House
- o WATESOL Fall Pre-Conference Event
- o MALAC (state meeting on adult education sponsored by Annie E. Casey)
- o Welcoming America - Champions of Change at White House

- o World of Montgomery
- o MAACCE (Maryland Association for Adult Community and Continuing Education) Board Meetings and Annual Conference
- o Montgomery County Week in Review (2x)
- o NCL PIAAC (Program for the International Assessment of Adult Competencies) meeting with U.S. Dept. of Ed

- Met with and continue to partner with other nonprofit organizations and government locally, regionally and nationally including:
  - o Montgomery County Public Libraries,
  - o Regional Services Centers: Up County Silver Spring & East County
  - o Gilchrist Center/Office of Community Partnerships
  - o Mont. County Public Schools (Warner),
  - o Mont. County Health and Human Services
  - o Maryland Association of Nonprofit Organizations
  - o COABE (Commission on Adult Basic Ed)
  - o MAACCE (Maryland Association for Adult Community and Continuing Education)
  - o World Education

  - o ProLiteracy
  - o The National Coalition for Literacy
  - o Interfaith Works
  - o Montgomery College & MC Foundation,
  - o Nonprofit Village
  - o Pre-Release Center, Montgomery County Department of Corrections and Rehabilitation.
  - o Academy of Hope
  - o Collaboration Council for Children, Youth and Families
  - o Nonprofit Montgomery/ Nonprofit Roundtable
  - o Mosaica

- Exec. Dir. serving on Leadership Committee for Montgomery Moving Forward and both MCAEL staff assisting with planning community symposium. **MCAEL staff created a list of workforce programs with information on literacy skills needed to attend workforce trainings/certifications.**

- Director of Programs and Services serving as President of the board of MAACCE (Maryland Association for Adult Community and Continuing Education) and on editorial board of The Change Agent, an adult education newspaper for social justice, which is written by adult learners across the United States.

- Met with MCPL and LCMC to explore in more depth the partnership between the libraries and MCAEL. Working on updating libraries English literacy collection as well as access to computers in a group setting for ESOL classes.

- MCAEL staff presented at:
  - o MAACCE Spring Conference with local One-Stop & Montgomery College in panel "Helping Learners make the transition: GED, Citizenship, the Workplace and the Community - a breakdown on what they need to succeed"
  - o Corporate Volunteer Council Program.
  - o MCAEL staff with Montgomery College, CASA de Maryland & Literacy Council of Montgomery County presented on "Coalition Building" at U.S. Conference on Adult Literacy

  - o Montgomery County Public Library Managers meeting
  - o Montgomery College "Leading Students to Success: Collaboration, Eliminating Barriers & Mentorship"
  - o Gaithersburg Coalition Meeting
  - o Transitions Coordinators for five Maryland Community Colleges

- Met with representative of the Montgomery County Office of Emergency Management and Homeland Security through which instructors had the opportunity to participate in a presentation on safety during natural disasters that could be used in the classroom.

- MCAEL interviewed by Brookings Institute and mentioned in research paper on the limited English proficiency workforce.

2. Provide notice of funding and grants opportunities, national and state policy issues, best practices and professional development by e-mail alerts to County ESL providers. The contractor must provide at least one such notice per week.

- **Total individuals touched by e-mail equals 2,000+ individuals** on a monthly basis.

- Engaged providers and community members in statewide MAACCE postcard campaign to governor in support of funding for adult workforce funding and via social media for National Adult Education & Family Literacy Week.

- **Circulated 41 electronic e-announcements** (July-June) to 160 provider staff and 650 instructors. Communicated with an additional 1,245 individuals through the MCAEL community e-list.

- Announcements contained information on resources & opportunities including but not limited to:

  - professional development trainings/ conferences (local, regional & national)
  - MCAEL meetings and workshops
  - community meetings (e.g. Down County Providers, Workforce Mtgs)
  - awards and stipends
  - additional funding opportunities

  - donated supplies/books
  - membership organizations (local & national)
  - current research, ESOL best practices/teaching tools
  - information on current issues – GED© & NCL/ Programme for the International Assessment of Adult Competencies (PIAAC)

3. Administer grants to providers of adult English literacy services, with the purpose of supporting existing activities, expanding activities, and improving the capacity of providers to deliver high-quality services.

- For FY14, MCAEL received applications from 14 organizations for 17 programs totaling $845,000 in requests. **MCAEL awarded $660,000 in County grants.** The funding supported **13 organizations and 16 programs** – 4 are pilot micro grants for smaller/emerging programs (expanding activities). *Attachment 1: Grantee Award List.*

- Grants Management FY14: MCAEL publicized County support for literacy; worked with grantees to develop Letters of Agreement; collected and collated reports and data from grantees at midyear; provided technical assistance to grantees on a one-on-one basis; submitted invoices and reports to County. *See Attachment 2: Grantee Program Highlights*

- **ESOL Enrollments: 1,700 learners fall (Sept – December) via grantee programs (an increase of 200 learners from FY13) and 2,489 in the spring (Jan-June).** Thousands of additional learners were supported in non-funded programs through the larger coalition network & supported by MCAEL's services (trainings and technical assistance etc.).

- Barriers Grants: With $10,000 of the County funds, MCAEL worked with two programs to explore how technology can be used in the classroom to assist adult learners with gaining 21st Century skills while learning English and another program to assist with childcare. *Attachment 2: Grantee Program Highlights*

- Capacity/Quality FY14: 26 program staff participated in a half-day retreat that centered on networking, improving program quality, and data clarity. Programs were provided with binders that included MCAEL program management materials and TESOL Standards books to assist in management of program.

- Capacity/Quality FY14: In addition, MCAEL staff worked with a volunteer **to develop a peer evaluation process that was piloted in the spring of 2014.** MCAEL program grantees used the rubric created, based on the TESOL Standards, to visit one another's program and provide constructive feedback to one another and share best practices **(the first such experience for many programs). 100% of grantees are working toward improving the quality of the programs.** *Attachment 2: Grantee Program Highlights*

- MCAEL provided one-to-one technical assistance by meeting, in person, and/or by phone with program managers and other staff of Catholic Charities, Adventist Community Services of Greater Washington, and the Literacy Council of Montgomery County.

- MCAEL Executive Director attended Spanish Catholic Graduation in summer 2013.

- Grants Management FY15: Facilitated FY15 grants process (January – June 2014) which included recruitment of new panel members, panel orientation, optional draft review of applications by MCAEL staff, collection of grant applications, distribution of grant applications to panel, coordination of interviews of applicants, one-to-one support for panel members, facilitation of full-day grants panel meeting, coordination of MCAEL board approval, grant award notification, and publicity for grants distributed by MCAEL and funded through Montgomery County Government.

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4. Conduct an Outcomes Project that measures the quality and effectiveness of ESL service delivery. Grantees/Providers receiving funds from MCAEL must submit demographic and performance data to MCAEL as a condition of their funding. MCAEL must ensure that Grantees/Providers comply with the established reporting requirements and all reporting deadlines.

- MCAEL worked with providers and other stakeholders to identify outcomes of services provided as well as gaps where outcomes could not, as yet, be determined. The following activities encompass the outcomes project:
  - o Collected demographic and enrollment data from 100% of FY14 grantees. Class and Learner Data in process of being analyzed – to be published in fall 2014.
  - o MCAEL staff, with a workgroup of key stakeholders, revised and improved indicators tracking system with the assistance of a consultant, a former employee of Maryland Nonprofits. Process resulted in additional questions as to larger system supports for learner success. MCAEL will continue with the expansion of this project in FY15.

- **Published Workforce ESOL Toolkit, which was created by a key group of stakeholders made up of staff from MontgomeryWorks/the One-Stop, LCMC, Spanish Catholic and MCAEL.** Continued to support strategies to help programs and learners in transitioning from community-based programs to Montgomery College, workforce programs and/or the workforce.

- Held Instructor Advisory Group and Provider Advisory Group meetings – one for each in July and January. Advisory groups assist MCAEL staff with reviewing compiled data to ensure programming remains useful, relevant, and a productive use of time for attendees. Groups also work to determine how to best support programs in achieving quality programming and measurable outcomes utilizing research-based practices.

- Supported providers with access to annual information/data to use in their fundraising grants. Created dashboards for MCAEL and providers to utilize for advocacy and fundraising purposes.

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5. Offer 10 meetings per year for the 50 active ESL providers (non-profit and for-profit, large and small, secular and faith-based) already in the Coalition and others as they are identified. These meetings are required for grantees/providers receiving funds from MCAEL. Meetings will offer all MCAEL grantees/providers the opportunity to share information; work collectively on issues facing the teaching and funding of ESL; leverage their combined resources for increased funding and more effective delivery of ESL services, as well as better purchasing power.

- **Hosted 9 daytime meetings/workshops** (5 open to all, 4 grantee specific) and **13 evening/weekend workshops** (8 open to all program staff and instructors and 5 specific to organizations) in order to help instructors and providers to network, collaborate and share resources and research-based practices. MCAEL provided a total of **94 hours of comprehensive professional development.**

  Provider Workshop Topics included:

  - Defining the Adult Learner Population in Montgomery County
  - Talking about Transitions from ESOL: GED®, Workplace and the Community
  - ROI – Indicators revised, part 1
  - Peer Review Workshop
  - RFP Provider Meeting
  - ROI – Indicators revised, part 2
  - WMATA Focus Group
  - Libraries, Elevator Speeches and Resource Sharing
  - Senior Citizens Workgroup

  Instructor Workshop Topics included:

  - More Learning, Less Teaching (Sept & Jan)
  - More Learning, Less Teaching (CASA de MD)
  - Maximizing Tools of the 21st century to Engage Learners and Enhance Instruction
  - Getting Ready to Write
  - Introducing the MCAEL Teacher Toolkit (St. Michael's)
  - Needs Assessment & Communicative Activities (Gilchrist)
  - Pronunciation: Include it in every class
  - Tools to Teach Wondrous Writing in the ESOL classroom
  - Teaching Listening with Style and Strategy
  - More Learning, Less Teaching, Part 2
  - Objective Setting and Communicative Activities (Gilchrist)
  - MCAEL Teacher Toolkit, part 2 (St. Michael's)

- Through these workshops and meetings, **MCAEL served/connected 190 unique individuals (staff and instructors) within 51 organizations.**

- Provider meetings/workshops scored **90%** for "This meeting was helpful." and **89%** for "this meeting was a good use of my time";

- 37 staff/instructors attended a MCAEL meeting for the first time.

- Leveraged connections to course instructors including national and local teaching staff and experts from Montgomery College, University of Maryland, Literacy Council of Montgomery County, Montgomery College, Anne Arundel Community College, and AIR in order to conduct relevant, timely and quality professional development. Workshops scored **an overall 95%** rating for "I will use material from this training in the Adult ESOL classes I teach." **Instructor rating: 92% (Outstanding/Very Good).**

6. Provide information to the community and students seeking ESL and information resources through an electronically available Provider Directory listing ESL Providers in Montgomery County and their services, available on MCAEL's website. This website must also contain MCAEL's grant Requests for Proposals (RFPs) and links to other adult ESOL resources, such as advocacy, training, and other professional development and capacity building resources.

- **Published revised searchable online version of Provider Directory**, listing local adult English literacy service providers and enabling searches by organization, level and location.

- Mapping the ESOL network/matching services with need: Utilizing the services of an intern from the Nonprofit Village, **MCAEL mapped the 100+ locations for English literacy classes in the County**. The map was shared with stakeholders including Dept. of Health and Human Services, IMPACT Silver Spring, Office of Community Partnerships, LCMC and Montgomery College to start an ongoing conversation about where the need for services exist and to address the barriers existing in specific areas. Participated in meeting with OCP and the Upcounty Regional Services Center to plan a focus group for summer 2014.

- As an extension of mapping project, participated in a workgroup focused on East County services, collaborating with IMPACT, Montgomery College, and East County Representatives to determine need for ESOL services. Met with representatives of both City of Rockville and City of Gaithersburg to discuss trends they are seeing with the LEP population in their areas as well as potential solutions to challenges the learners are facing.

- Continued to update website and shared over 65 news, jobs and data postings to the website. From July 2013- June 2014, **8,036 unique individuals visited the MCAEL website (54% new visitors & 48% returning visitors). The total users show an increase of 29%.** The "directory", "homepage", "find a job/volunteer" and the "training & events" pages continue to be the most visited. Followed up by the grants page.

- **Served as a "hotline" for ESOL questions in the County.** Answered calls/emails from individuals interested in literacy services for themselves or acquaintances as well as calls from volunteers interested in the field of ESOL (avg. 1 per week). Additionally, continued to **connect individuals to services** through partnerships with the PTAs, employers, and other civic organizations.

Additional programs and supports were offered through funding leveraged by MCAEL

- **MCAEL printed and distributed 10,000 copies of the Provider Directory.** Directories reached at least 154 organizations directly and another 200 via 25+ events in the County. Directories were distributed across the County through ESOL providers, other nonprofit organizations, businesses and MCAEL's community list. Print directories continue to assist individuals with finding initial classes and transitioning to other programs.

- **This year, MCAEL also printed 30 posters to be displayed in each of the 25 Mont. County Public Libraries as well in the Executive Office Building.**

- Leveraged a $2,500 donation from the Montgomery College Foundation with over $1000 from the MCAEL Dr. Deborah Bhattacharya Professional Development Fund to provide funding for **14 instructors/staff to continue their professional development at the Montgomery College TESOL Training Institute.** Also provided funds for 3 instructor/program staff to attend local conferences.

- Staff provided mentoring to the Gilchrist Center for the ESOL program and assisted in providing professional development workshops as well as one-to-one support for Esperanza Center, which is trying to start a coalition in the Baltimore area.

- Served as a consultant for organizations interested in starting new ESOL programs including MontgomeryWorks in partnership with Montgomery Housing Partnerships and the Ana A. Brito Foundation.

- Distributed **MCAEL's Teacher Toolkit**, which was released in FY11 through support from the County. MCAEL continues to work on developing a **Program Management Toolkit.**

- MCAEL continues to populate its **in-house library with ESOL books which are donated by instructors/organizations and the publishers.** The library enables instructors and providers to access books and other multimedia materials that can be used in their classes. MCAEL is also building an online library for instructors and provider staff.

- **Expanded MCAEL's role as a communication hub by utilizing Facebook and Twitter** to disseminate information & connect community. Increased Facebook likes from 184 in FY13 to 258 in FY14; Doubled MCAEL's Twitter followers to 364.
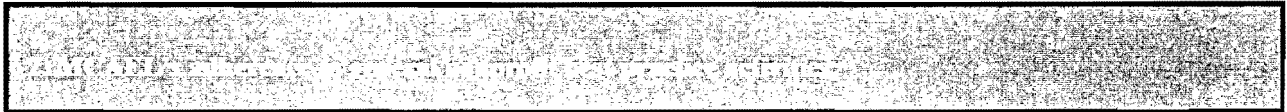
- MCAEL provided a general board governance training (7/13) and financial oversight training (2013).

- **Completed Strategic Plan:** The MCAEL Board and staff, with input from full network, Advisory Groups & Stakeholders, spent 6 months (July – December 2013) developing a new organizational strategic plan. 2014-2016 Strategic Plan was ratified and will be published in summer 2014. A multi-stakeholder process was conducted with the board, staff and other stakeholders to examine current work, and look ahead to develop a guiding plan for the next 3 years. The three major goals remain similar – affirming the work currently being done and refining the delivery and areas of focus.

  1. To support organizations to offer quality adult literacy programs

  2. To increase and diversify financial resources

  3. To strengthen marketing and outreach of the Montgomery Coalition for Adult English Literacy in order to promote literacy and enhance program delivery

- MCAEL Board nominated for and finalist for the Center for Non-Profit Advancement Board Excellence Award

- Organized and implemented the **first annual "MCAEL Grown-Up Spelling Bee for Literacy"** on April 9, 2014 a fundraising event that involved **11 corporate/foundation sponsors** (more than doubling sponsors from MCAELs FY 13 event), with approximately **140 attendees and participants**, and received press coverage throughout the county.

- Governance Committee developed a matrix of skills & needs for MCAEL board to assist MCAEL in recruiting a new class of board members and strengthened committee structures - added 4 new board members for FY14.

- Executive Director and Director of Programs & Service participated in Advocacy Evaluation Institute with Mosaica and Alliance for Justice to assess MCAEL's current advocacy planning and capacity, and set groundwork for developing additional community outreach and advocacy.

- Completed annual audit and was provided with an unqualified opinion by Saggar and Rosenberg.

- Financials: MCAEL continues to build on a solid foundation of board governance and over this past year enhanced the financial reporting to the Board to include budget comparisons to the past 2 fiscal years, as well as monthly reports that show actuals v. budget to date in additional detail. MCAEL also revised the organization's reserves policy.

- Revised website based on feedback from users to make information more accessible. Created e-newsletter templates with MCAEL branding that will better showcase information in newsletters.

- MCAEL leveraged 1,572 volunteer hours from 81 volunteers. With the Maryland average of $25.43 per hour for volunteers, MCAEL's volunteer hours equals about $40,000. Volunteers include board members, teacher trainers, interns, project-based volunteers and volunteers for the MCAEL Grown Up Spelling Bee.

- MCAEL continues to leverage additional foundation grant funds through The Morris and Gwendolyn Cafritz Foundation, the Montgomery College Foundation, and The J. Willard and Alice S. Marriott Foundation.

- In FY14, MCAEL has also been leveraging funds through an increasing base of individual donors. Held an annual fundraising campaign in December. 100% of the board donated to MCAEL in 2013. **Individual donors increased by over 20%.**

- Hosted 5th annual, "Wrap for Literacy" event in partnership with Barnes and Noble at two sites (Bethesda and Rockville) – recruited 31 volunteers and connected with several hundred community members (12/13).

- Continued to improve donor database: Salesforce for nonprofits. Integrated iContact within database platform for improved tracking of communication with constituents. Implemented phase 2 of creating a new MCAEL database utilizing Salesforce for nonprofits (previous database was in Excel), which is allowing the organization to better store and leverage donor data, contact information, and to grow our database for outreach purposes. Phase 1 focused on moving MCAEL's data from multiple excel databases into Salesforce. Phase 2 included customizing the database to collect additional information and utilizing the database to track attendance at MCAEL workshops and events.

- Exec. Director, in collaboration with MCAEL staff and board, connected with several key people at the Montgomery County Government. Meetings conducted with County Executive Leggett and Special Assistant Chuck Short, individual County Council members, and presented to the Education Committee.

- Continued to leverage resources with local, regional and national businesses including:
  - o EagleBank
  - o M&T Bank
  - o Saggar and Rosenberg
  - o Comcast
  - o Holy Cross Hospital
  - o Johns Hopkins
  - o Social and Scientific Systems
  - o United Way Campaign
  - o Washington Gas
  - o Lee Development Group
  - o Sentral Building Services
  - o Adventist Healthcare Inc.

MCAEL

Adult English Literacy

MCAEL FY14 Adult English Literacy Program Grants

& Micro Literacy Access Grants

PURPOSE

In partnership with Montgomery County Government, MCAEL offers grant resources to support adult English literacy programs. The objective of MCAEL's grants program is to increase the availability of adult English literacy services offered to diverse populations and to improve the quality of those services. MCAEL thanks the Montgomery County Government for supporting literacy.

For FY2014, funding was made available to support Adult English Literacy Programs in Montgomery County in order to increase the availability of adult ESOL and literacy services that support identified community needs and diverse populations while also supporting the improvement of quality of services.

In addition, MCAEL offered Micro Literacy Access Grants to support a class or conversation club in order to: (1) access and leverage new partnerships and new resources; (2) create access to English classes for underserved populations; and (3) develop access points to link individuals to the larger ESOL system that exists in Montgomery County. Eligible organizations must be or partner with a non-profit, 501(c) (3) or have a similar designation from the U.S. Internal Revenue Service organization.

Adventist Community Services of Greater Washington
ESOL Program (Micro Literacy Access Grant)
To support an English program for limited English proficient residents of Silver Spring/Takoma Park in order to enable unemployed or underemployed individuals and families the opportunity to gain the skills necessary to grow and become self-sufficient
$5,000

CASA de Maryland, Inc.
Evening ESOL Program
To support an evening ESOL program focused on improving participants' listening, speaking, reading, and writing skills, so the learners may become more financially independent, increase their employability, better integrate into American society, and achieve their personal goals
$149,200

CASA de Maryland, Inc.
Workforce ESOL Program
To support the operation of drop-in English classes at the Welcome Centers in Wheaton, Shady Grove and Silver Spring, so adult learners can learn English and improve their employment prospects and increase their earnings
$27,000

CASA de Maryland, Inc.
ESOL and Computer Literacy (Micro Literacy Access Grant)
To support a pilot program for limited English proficient parents that incorporates English with basic computer literacy at Wheaton High School
$3,300

MCAEL

Adult English Literacy

MCAEL FY14 Adult English Literacy Program Grants

& Micro Literacy Access Grants

Catholic Charities of the Archdiocese of Washington, Inc. (Spanish Catholic Center)
English for Speakers of Other Languages (ESOL) Program w/Family Literacy Component
To support an ESOL program with a family literacy component, located in Gaithersburg, focused on increasing the language and literacy skills for low-income, limited English proficient members of the Hispanic community and other immigrant communities in Montgomery County
$75,000

Chinese Culture & Community Service Center
Adult English Literacy Program
To support an ESOL program for Chinese Americans and other county residents focused on assisting seniors in overcoming the English language barrier in order to become active participants and contributors to the community
$8,500

Community Ministries of Rockville
Language Outreach Program
To support an ESOL and literacy program for limited English speaking, low-income, adult residents of Rockville and Montgomery County focused on helping immigrants better assimilate into American culture and improve the quality of their lives
$82,500

IMPACT Silver Spring
Wheaton English Language Circle
To support English literacy classes focused on empowering low-income adults of diverse immigrant backgrounds while creating sustainable place-based support networks to improve their quality of life
$13,000

TIMELINE: FY14 GRANT PROCESS

February 26th	MCAEL issues RFP
March 6th	MCAEL RFP workshop
March	Optional staff reviews available
April 12th	Final submissions due
May/June	Panel convenes: Reviews grants and makes recommendations
June	MCAEL Board final approval
June 11th	Final grant awards announced
June	Staff available for debriefings

OUTREACH
MCAEL conducted targeted outreach to ensure a wide circulation to all Montgomery County adult literacy and ESOL providers through MCAEL's provider list and local non-profit and government networks.
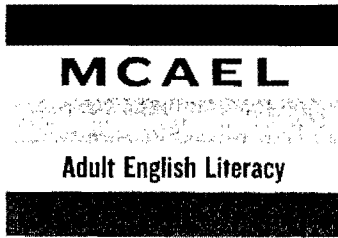
TOTAL REQUESTS RECEIVED
14 organizations, 17 programs and over $845,000 in requests

TOTAL AWARDS
$650,000 in grants awarded to support 13 organizations and 16 programs

Korean-American Senior Citizens Association, Inc.
English Program
To support an ESOL program for first generation Korean seniors in order to help them become more self-reliant and contributing members of their local communities
$11,000

Literacy Council of Montgomery County, Maryland, Inc.
ESL Class Program
To support an ESL program offering classes throughout the county for Montgomery County adult residents and workers who wish to develop functional English literacy skills, so they can get/retain jobs, secure better jobs, assist their children's education, become educated consumers, become more active members of the community, and improve the quality of their lives
$78,000

Literacy Council of Montgomery County, Maryland, Inc.
Family Literacy (Micro Literacy Access Grant)
To support family English literacy classes for parents focused on improving their language skills while also engaging the entire family in order to increase the amount of reading parents do with children and provide a path for parental involvement in the school and their children's lives.
$4,000

Mental Health Association of Montgomery County (MHA)
Families Foremost Center – Adult English Literacy Classes
To support an ESOL program for low-income Montgomery County parents with young children (birth-4) in order to support parents in learning English, completing their educational goals and strengthening parent-child bonds, so the parents can become more self-sufficient and better support their children
$42,500

MCAEL FY14 Adult English Literacy Program Grants

& Micro Literacy Access Grants

Montgomery County Public Schools Education Foundation, Inc.
Linkages to Learning & George B. Thomas Learning Academy Adult English Literacy Program
To support an ESOL program offering a network of family-friendly adult English literacy classes in high needs MCPS schools during the week and at George B. Thomas Learning Academy Saturday School Program on the weekends in order to increase parents'/school engagement and a parent's ability to support their children's academic success
$94,000

Rockville Seniors, Inc.
Rockville Senior Center English Program
To support an English program developed to help immigrants over age 60 learn practical speaking, listening, reading, and writing English skills that will enable learners to function more independently in the community
$28,000

Seneca Creek Community Church
Seneca Creek Community Church ESOL Program (Micro Literacy Access Grant)
To support English conversation classes to adults focused on improving English proficiency as part of the Seneca Creek Community Church community outreach efforts in the Gaithersburg area
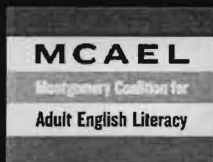$4,000

Workforce Solutions Group of Montgomery County, Inc.
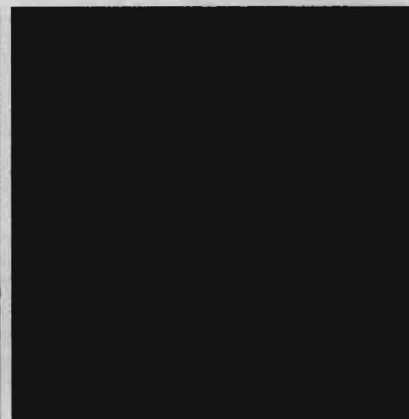**Workplace English for Employment**
To support an ESOL program that provides English language instruction focusing on employment vocabulary, job searches and resume-building in order to support Montgomery County language learners in finding employment opportunities and applying to jobs
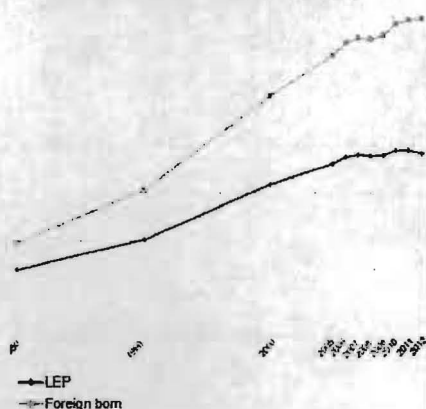$25,000
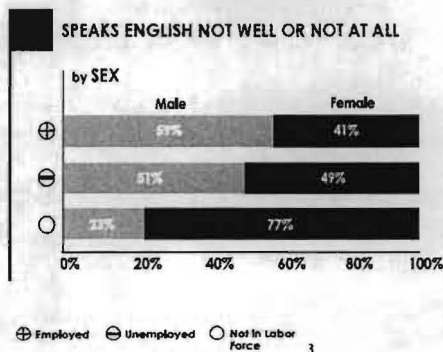
WHY INVEST IN ADULT ENGLISH LITERACY?

United States

Foreign-Born vs. LEP, United States, Ages, 16-64, 1980-2012

→ LEP
→ Foreign born

"The size of the working-age **LEP population is more than two-and-a-half times what it was in 1980**, and the LEP share of the U.S. working-age population has increased from 4.8 to 9.3%."[1]

Maryland

340,000 Limited English Proficient (LEP) individuals. [2]

SPEAKS ENGLISH NOT WELL OR NOT AT ALL

by SEX

	Male	Female
⊕	59%	41%
⊖	51%	49%
○	23%	77%

0%   20%   40%   60%   80%   100%

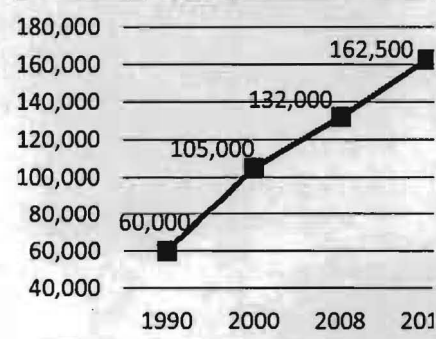⊕ Employed   ⊖ Unemployed   ○ Not in Labor Force   3

96% Growth for Maryland's labor force during last decade with immigrants accounting for nearly all growth. [4]

40% of immigrant adults are LEP, resulting in lower wages and unutilized skills. [5]

Montgomery County

39% speak a language other than English at home – more than double the state percent of 17%. [6]

Limited English LEP County Residents[7]

180,000	
160,000	162,500
140,000	132,000
120,000	
105,000	
100,000	
80,000	60,000
60,000	
40,000	

1990   2000   2008   201

14% MCPS students are ESOL[8]

22,047 parents are LEP. [9]

Notes:
1. Limited English Proficient (LEP) http://www.brookings.edu/research/reports2/2014/09/english-skills#/M10580; 2. Dec 2013, http://www.dhr.state.md.us/blog/?p=9945; 3. Data http://www2.ed.gov/about/offices/list/ovae/pi/AdultEd/state-profiles/maryland.pdf; 4&5. WIA Annual Report, http://www.dllr.state.md.us/wdplan/mdpy2013wiaannrep.pdf; 6. Census Data 2009-2013 (pct age 5+, 396,504 people); 7. Extrapolated from 2013 Census estimate/ACS 2011 percentage for question "speak English less than very well". Question discontinued after 2011. 8. MCPS schools data 2013-2014 year, approx. 22,047 students, ESOL (English for Speakers of other Languages); 9. Extrapolated from ESOL MCPS students. Estimate at least one LEP parent for each student.

THE COALITION NETWORK

Annually, MCAEL collects information on programs offering English classes in the County for the MCAEL Provider Directory. This data is then analyzed to determine the extent to which English programming is available in the County. The coalition network of English language programs is as **geographically diverse as Montgomery County**. Even with the number and diversity of programs, **learners wait to access classes** as the demand exceeds the supply of classes available.

52 Organizations offer English classes.

75 Programs offered via 52 organizations.

SEATS IN ENGLISH CLASSES BY REGION

Region	Seats
Bethesda	1,350
Eastern	1,549
Midcounty	5,346
Rocvkille	6,990
Upcounty	7,967
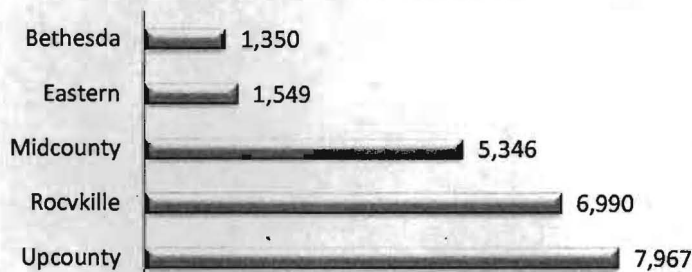
LEARNERS ENROLLED BY REGION

- Eastern 4%
- Silver Spring 32%
- Rocvkille 22%
- Midcounty 13%
- Bethesda 4%
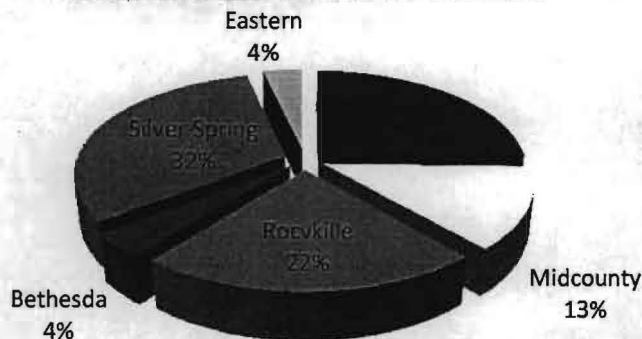
102
ENGLISH CLASS SITES BY AREA**

11 Bethesda

5 Eastern

15 Mid County

21 Rockville

24 Silver Spring

26 Upcounty

** Locations for FY15. There are a total of 108 locations. Information on region reflects public locations only. Private locations include employee and union sponsored classes and corrections locations.

FAST FACTS FY15

28,222
ADULTS IN CLASSES OUT OF THE 162,000 LEP RESIDENTS*

15 PROGRAMS
OFFER CHILDCARE

9 PROGRAMS
OFFER SUPPORT FOR TRANSPORTATION

32 OPEN ENTRY PROGRAMS

English language programs are labeled "Open Entry" when learners can enter a class at any time. Open entry programs **provide an access point** for learners and a space to practice English when on wait lists for managed programs.

43 MANAGED ENROLLMENT PROGRAMS

The "Managed Enrollment" programs have start/end dates and assessment and placement process. Research shows that **managed enrollment programs result in higher learning gains.**

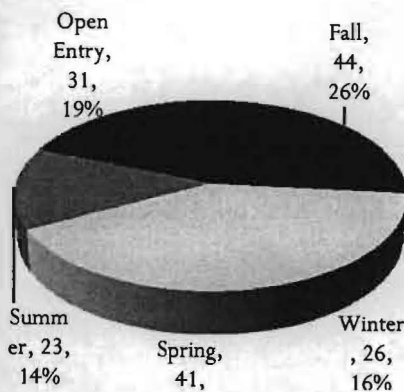* Learners in public & private classes FY14. 2013 Census estimate/ACS 2011 (see page 1 for more detail)

PROGRAM DIVERSITY AND SUPPORTS FOR ENGLISH LANGUAGE LEANERS

The coalition network offers different types of programs, times, sessions/semesters, levels and supports for adult learners. Adult learners balance family priorities and work/multiple jobs, as well as a need to develop other work/life skills. **The diversity and supports make classes accessible for adults.**

Session Type
Managed: Semesters (F/W/Spr/Su) / Open Entry: Year round

Open Entry, 31, 19%
Fall, 44, 26%
Summer, 23, 14%
Spring, 41,
Winter, 26, 16%

ESOL Learner Levels
Defined by NRS Levels**

Advanced, 43
Beginning Literacy, 36
Low Beginning, 57
High Intermediate, 58
Low Intermediate, 61
High Beginning, 56

Weekend/Weekday & Times
Weekend ■ Weekday

EVENING	2 / 42
PM	13 / 19
AM	22 / 44

0   20   40
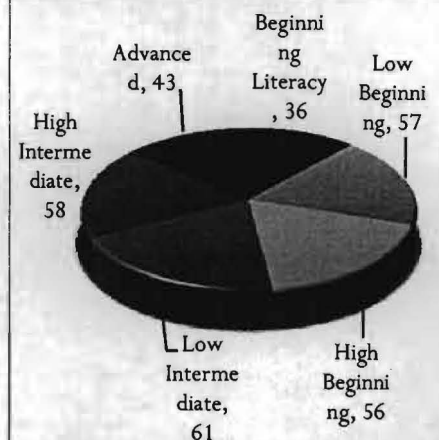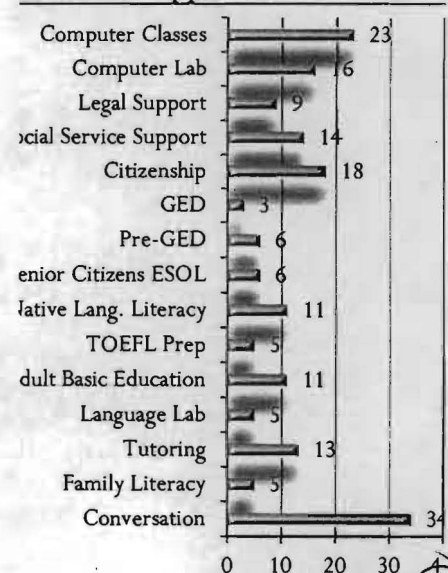
** National Reporting System for Adult Education programs www.nrsweb.org.
*** Supports noted by program vs.organization.

Other Supports Offered***

Computer Classes	23
Computer Lab	6
Legal Support	9
Social Service Support	14
Citizenship	18
GED	3
Pre-GED	6
Senior Citizens ESOL	6
Native Lang. Literacy	11
TOEFL Prep	5
Adult Basic Education	11
Language Lab	5
Tutoring	13
Family Literacy	5
Conversation	34

0   10   20   30

(21)

GENDER

2,121 Leaners with 0% unreported.

| Female | 1190 | 56% |
| Male | 931 | 44% |
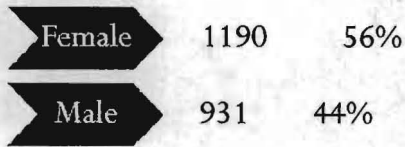
PRIMARY CARE GIVERS

2,121 Leaners with 2% unreported. Of the estimated 22,000+ parents with MCPS students, 5% are accessing English classes through MCAEL grant programs.

| Yes | 1029 | 48% |
| No | 1056 | 50% |
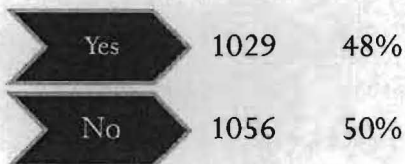
AGE

2,067 Learners, 2.5% unreported.

| 272 | 236 | 418 | 653 | 488 |
| 60 + | 50-59 | 40-49 | 30-39 | 17-29 |

REGION OF ORIGIN

2,090 Learners, 1.5% unreported

262, 13%   24, 1%   251, 12%

- Africa (28)
- Americas (22)
- Asia (22)
- Europe (10)

MCAEL GRANTEE
DEMOGRAPHIC WINTER/SPRING FY14

The following pages showcase the Winter/Spring data (Jan 2014-June 2014) for the 16 programs that received MCAEL funding in FY14. Data remained consistent with FY13 data. **Data shows services provided and services align with demographic data of the County based on region of origin and age.**
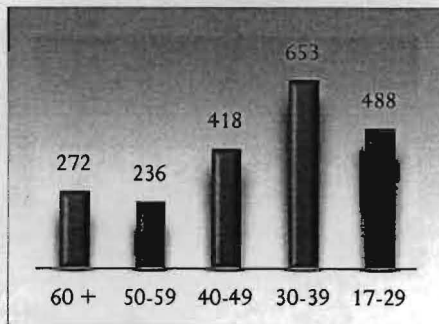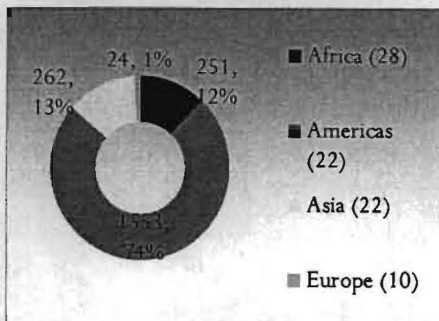
WORKING ADULTS IN CLASS

Green: 2013, 1464 Learners
Blue: 2014, 2067 Learners
The majority of adults in classes are working age. Senior Citizens are 13% of learners which aligns with 13% of Seniors in Mont. County.[1]

17-29	25% / 23%
30-39	34% / 31%
40-49	19% / 20%
50-59	11% / 11%
60 +	10% / 13%
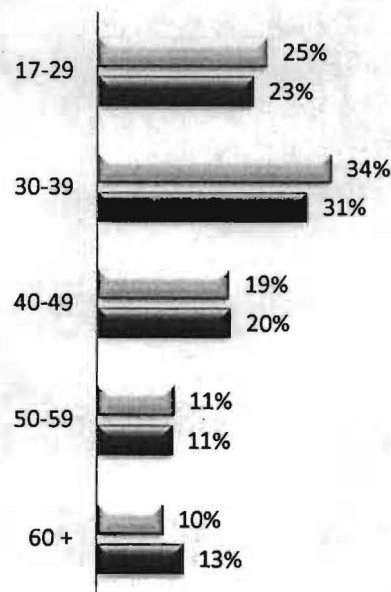
TOP 10 COUNTRIES OF BIRTH

Green: 2013/Blue: 2014
For FY14, 29% equals 620 adults and 2% equals 34 adults. The majority of the immigrant LEP population is from the Americas (Central/Latin/South) and Eastern Asia (China/Korea) following.[2]

Korea	3% / 2%
Bolivia	2% / 2%
Colombia	4% / 3%
Mexico	5% / 5%
Peru	7% / 6%
Cameroon	3% / 6%
China	1% / 7%
Honduras	9% / 9%
Guatamala	12% / 13%
El Salvador	35% / 29%
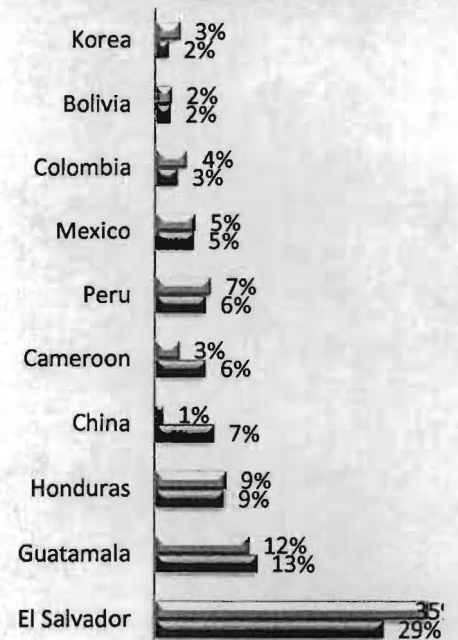
[1] quickfacts.census.gov/qfd/states/24/24031.html

[2] www.montgomerycountymd.gov/lep/resources/files/LEP Annual Report 2010.pdf

ADULT LEARNER ZIP CODE BY REGION

2,121 Learners

Pie chart labels:
- Other/Not Reported, 386
- Bethesda, 57
- East County, 56
- MidCounty, 470
- Rockville, 233
- Silver Spring, 336
- UpCounty, 583

8 Zip Codes Correlate with Montgomery County Health and Human Services

High-Need Zip Codes
- 20906
- 20877
- 20874
- 20850

HEZ Zones - areas defined as economically disadvantaged & with poor health outcomes
- 20903
- 20886
- 20912
- 20879

MCAEL GRANTEE GEOGRAPHIC DATA

The MCAEL funded programs are serving adults all across Montgomery County. Most of the learners are coming from economically disadvantaged areas in the County. Additionally, the MCPS zip codes with the highest number of students correspond to the MCAEL data for top zip codes for adult learners.
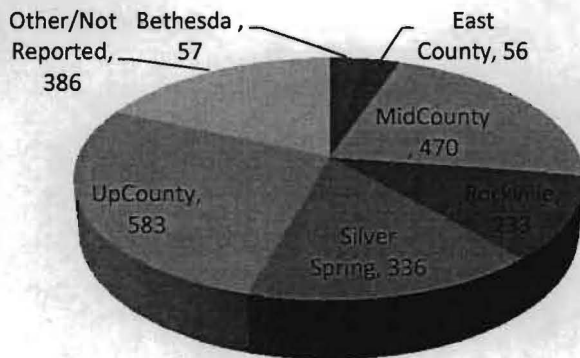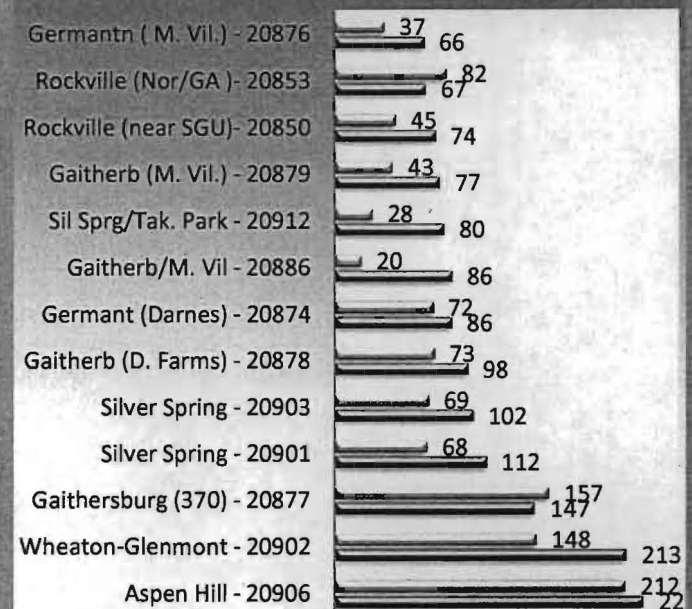
Note: It is important to note that the data here is showing who is being served vs. the need.

*This chart only shows MCAEL funded programs. It does not show Montgomery College adult learners or other non-funded

TOP 13 ZIP CODES OF ADULT LEARNER

Green: 2013, 1,054 Adults / Blue: 2014, 1,433 Adults

Zip Code	Green	Blue
Germantn (M. Vil.) - 20876	37	66
Rockville (Nor/GA)- 20853	67	82
Rockville (near SGU)- 20850	45	74
Gaitherb (M. Vil.) - 20879	43	77
Sil Sprg/Tak. Park - 20912	28	80
Gaitherb/M. Vil - 20886	20	86
Germant (Darnes) - 20874	72	86
Gaitherb (D. Farms) - 20878	73	98
Silver Spring - 20903	69	102
Silver Spring - 20901	68	112
Gaithersburg (370) - 20877	147	157
Wheaton-Glenmont - 20902	148	213
Aspen Hill - 20906	212	225

ZIP CODES ADULT LEARNER TO MCPS *

Orange: 4,551 MCPS / Blue: 1,433 Adult Learners

Zip Code	Blue	Orange
Germantown - 20876	66	852
Rockville - 20853	67	876
Rockville - 20850	74	542
Gaithersburg - 20879	77	688
Sil Sprg/Tak. Pk - 20912	80	425
Gaith/M. Vil 20886	86	185
Germantown - 20874	86	1145
Gaithersburg - 20878	98	985
Silver Spring - 20903	102	1298
Silver Spring - 20901	112	1462
Gaithersburg - 20877	147	1948
Wheaton-Glen - 20902	213	1840
Aspen Hill - 20906	225	2305

0   500   1000   1500   2000   2500

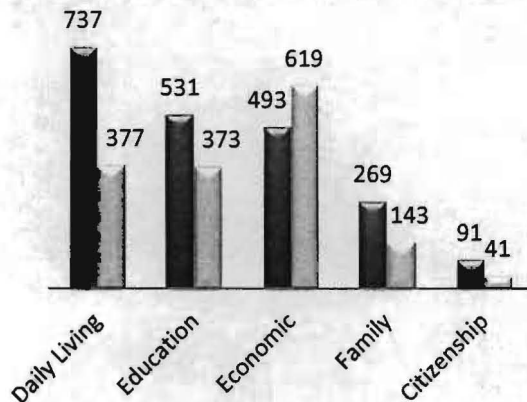**2,793** adults enrolled in FY14 Winter/Spring (January-June 2014) Classes. An increase from the **2,488** enrolled for same time frame in FY13.
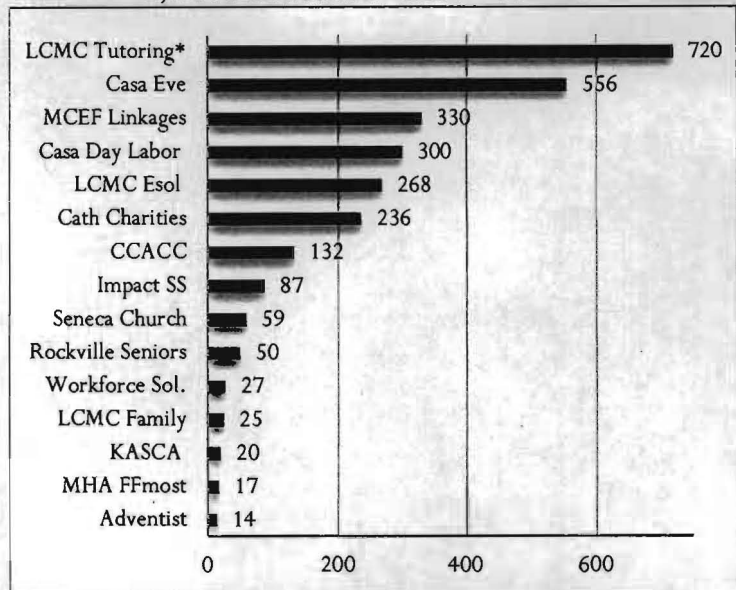
WHY ARE LEARNERS TAKING CLASSES?

Blue: 2014, 2,121 Learners / Green: 2013, 1,553 Learners

737
531
493
619
377
373
269
143
91
41

Daily Living   Education   Economic   Family   Citizenship

ADULT LEARNERS REGISTERED
2,121 MCAEL funded/*not MCAEL funded

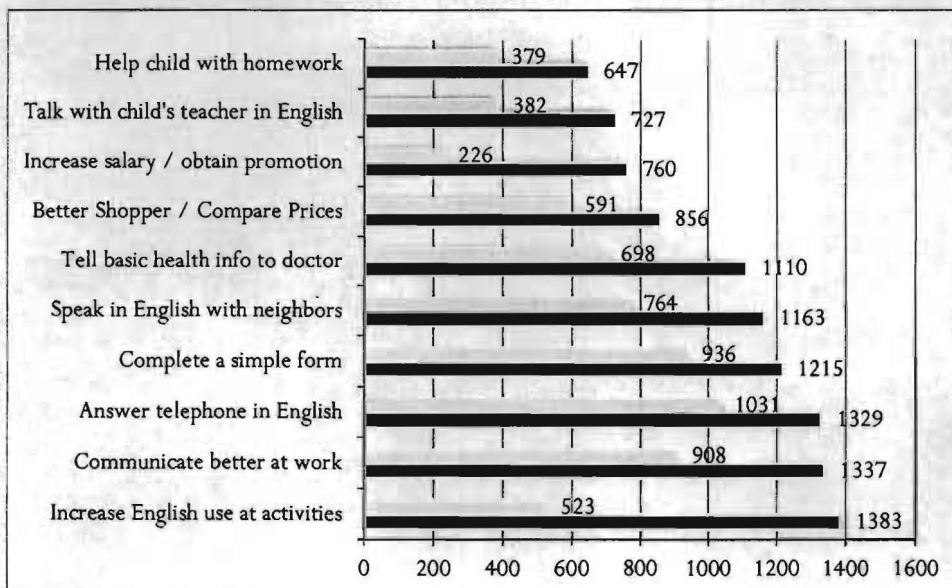|	
LCMC Tutoring*	720
Casa Eve	556
MCEF Linkages	330
Casa Day Labor	300
LCMC Esol	268
Cath Charities	236
CCACC	132
Impact SS	87
Seneca Church	59
Rockville Seniors	50
Workforce Sol.	27
LCMC Family	25
KASCA	20
MHA FFmost	17
Adventist	14

0   200   400   600

**Enrolled includes duplicates of learners who attended more than one session. Registered shows unique learners served across sessions (unduplicated)

LEARNER GOALS AND INDICATORS OF SUCCESS

MCAEL grant funded programs track more than how many people they are serving, they ask learners why they are taking classes (chart above). Classes are tailored to fit the goals the learners identify. Additionally, programs created a list of "Indicators of Success" with MCAEL to determine how the learners were meeting their goals. **By meeting these goals learners gain the ability to interact with the broader community and all of Montgomery County benefits.** Below is a list of the top ten indicators for learners in FY14 Winter/Spring.

WHAT CAN ADULT LEARNERS DO IN ENGLISH NOW?

Dark Blue: Most Popular Pre-Class Goals / Light Blue: Post-Class Goals (Goals Achieved)

	Pre	Post
Help child with homework	379	647
Talk with child's teacher in English	382	727
Increase salary / obtain promotion	226	760
Better Shopper / Compare Prices	591	856
Tell basic health info to doctor	698	1110
Speak in English with neighbors	764	1163
Complete a simple form	936	1215
Answer telephone in English	1031	1329
Communicate better at work	908	1337
Increase English use at activities	523	1383

0   200   400   600   800   1000   1200   1400   1600

Organization Name	Montgomery Coalition for Adult English Literacy
Program/Project Name	Capacity Building Project
Program/Project Contact Name	Kathy Stevens, Executive Director
Phone number	301-881-1136
Email Address	execdir@mcael.org
Organization Address	12320 Parklawn Drive, Rockville MD 20852
MCG Administering Department	Montgomery County Public Libraries
Community Grant Amount	$927,058
Project Start Date	7/1/2013

OUTCOMES/RESULTS ACHIEVED HIGHLIGHTS

MCAEL promotes English literacy, leverages private & public monies for Adult English as a Second Language services, and assists ESOL providers in building capacity. These efforts contribute to the broader outcome of *Vital Living for All of Our Residents,* by ensuring that adults in Montgomery County have ready access to high-quality ESOL services. For FY14, MCAEL achieved the following outcomes:

1) Increased/Maintained the availability of adult ESOL services for County residents and workers
MCAEL awarded $660,000 in County grants to support Adult ESOL programs and capacity building: **13 organizations for 16 programs** including 4 micro grants for smaller/emerging programs. **Approximately 1,700 learners were enrolled in the programs funded by MCAEL in the fall and 2,489 in the spring.** Thousands of additional learners were supported in non-funded programs through the larger coalition network and supported by MCAEL's services such as the directory, workshops and technical assistance.

2) Strengthened the capacity of adult English literacy service providers to deliver high quality, effective programs that meet the needs of learners.
MCAEL offers the grantees and all provider staff and instructors professional development based on national TESOL (Teachers of English to Speakers of Other Languages) Program Standards as well as nonprofit management best practices. This is done through a series of meetings and workshops, individual technical assistance, and print/online resources. Through this work, MCAEL assists the programs in achieving their objectives and improving the quality of the programs.

Hosted 9 daytime meetings/workshops and 13 evening/weekend meetings/workshops (open to all program staff & instructors) in order to help instructors and providers network, collaborate and share resources and best practices. MCAEL provided a total of **94 hours** of comprehensive professional development (facilitated opportunities for all provider staff and instructors to learn from one another and experts in the field). **Revised Indicators/Outcomes** for learners in classes and **created a Workforce Transitions Toolkit.** MCAEL served/connected **190** unique individuals within **51** organizations. Provider mtgs/workshops scored 90% for "This meeting helped me to gain new information", 89% for "the workshop was a good use of my time". Instructor ratings: 92% (Outstanding/Very Good). Workshops scored: 95% rating for "I will use material from this training in the Adult ESOL classes I teach."

Served as a communication and knowledge hub for adult English literacy in Montgomery County, and circulated **41 electronic announcements** (July-June) to approximately **160+ provider staff** and **650+ instructors** on resources and opportunities. Topics included information on trainings/conferences; MCAEL and other community meetings; awards; additional funding opportunities; local and national membership organizations; research/ESOL best practices; online teaching tools; and information on current issues. Also, connected with an **additional 1,245 community members via e-list. Social media presence: Facebook - 184 to 258 followers and Twitter - 164 to 364 followers.**

3) Increased public awareness, and served as a community knowledge resource on adult ESOL.
Hosted searchable ESOL directory on website. Shared **65+ news, jobs and data postings** to the website (July-June). **8,036 unique individuals visited the website with 54% new and 48% returning.** Published revised Provider Directory of over 60+ programs, which provides the county's only comprehensive listing of adult English literacy programs. **Served as "hotline" for ESOL questions in County.**

Organized and implemented 1st **annual "MCAEL Grown-Up Spelling Bee for Literacy"** with **11 corporate/foundation sponsors** (more than doubling sponsors of MCAEL's FY13 event); approximately **140 attendees and participants**; received press coverage throughout county and **built public awareness** of ESOL in Mont. County. Promoted literacy through media outlets and a partnership with Barnes & Noble.

MCAEL

Adult English Literacy

Montgomery Coalition for Adult English Literacy

Contract #9711000042-AA

January 26, 2015

INTRODUCTION

MCAEL is a community coalition of public, nonprofit, and business partners that support more than 60 adult ESOL (English for Speakers of Other Languages) and literacy service programs, 700 instructors and staff, and over 20,000 adult learners. Together, the coalition works to strengthen the community by helping adults gain the English literacy skills needed to reach their potential as parents, workers and community members.

In July 2014, the Montgomery Coalition for Adult English Literacy (MCAEL) was awarded an extension of Contract #9711000042 "to continue to promote English literacy, leverage private and public dollars for Adult English as a Second Language (ESL) services, and assist ESL providers in building their capacity to increase the quality of ESL services they provide." Under this contract, MCAEL allocates and manages grant funding to support direct services, through special authorization by the Montgomery County Council. In addition to providing direct financial resources, MCAEL is dedicated to strengthening the county-wide adult English literacy network with resources, training, collaborations and advocacy to support a thriving community and an optimal workforce.

MCAEL is comprised of two full-time staff and one part-time staff. Another part-time staff person is in the process of being hired to support programmatic activities. Additionally, MCAEL continues to maintain the services it provides through the dedication of board members and a dedicated cohort of volunteers.

MCAEL PROGRAM ACTIVITIES AND ACCOMPLISHMENTS

Thus far in FY 15, MCAEL has undertaken following activities in line with the general purpose of the funding and the specific Scope of Services identified in Section II of the contract, with the following results:

> **1. Maintain a database of ESL providers, teachers, advocates and advocacy groups that serve the residents in Montgomery County or could be of benefit to ESL providers that serve Montgomery County residents.**

- Conducted annual revision of provider programs database via survey, emails and individual follow- up calls - **contacted 75 ESOL programs. Collected information through 26 data points** (e.g. name, location, # of volunteer instructors, assessment tools).

- Staff and board continued to build a network of advocates, providers and instructors by promoting literacy through various public fora, individual meetings and local media appearances. **Attended events around Montgomery County and Washington DC area** including:

  - Committee for Montgomery Legislative Breakfast,
  - WATESOL Fall Pre-Conference Event,
  - Montgomery County Chamber of Commerce Business Awards Dinner
  - Community Foundation Funders Roundtable,
  - Gaithersburg Coalition Provider Meetings,
  - Down County Network Meetings,
  - County Executive's Ball & Hispanic Ball
  - Committee for Montgomery Board Meetings,
  - Montgomery Works Partners Meetings,
  - NCL Public Policy Annual Meeting,
  - Montgomery Moving Forward,
  - Immigration Reform Planning Meeting Meetings (OCP),
  - Montgomery County Public Schools Prekindergarten/Head Start Programs Annual Community Providers' Collaboration Forum,
  - MAACCE (Maryland Association for Adult Community and Continuing Education) Board Meetings.
  - WATESOL Fall Conference
  - Montgomery County "Ready for Tomorrow" Conference
  - Bethesda Chevy Chase Chamber of Commerce Economic Development Committee Mtgs.
  - Maryland Non Profits Annual Conference
  - MCPS State of the Schools

- Executive Director attended (by invitation) symposium "Moving the Needle on Educational Success for DACA-DREAM Act Youth". Los Angeles, Dec. 2014.
- Met with and continue to partner with other nonprofit organizations locally, regionally and nationally including:

  o Montgomery County Public Libraries,
  o Regional Services Centers: Up County, Silver Spring & East County,
  o Gilchrist Center/Office of Community Partnerships,
  o Mont. County Public Schools,
  o Mont. County Health and Human Services,
  o Maryland Association of Nonprofit Organizations,
  o COABE (Commission on Adult Basic Ed),
  o MAACCE (Maryland Association for Adult Community and Continuing Education),

  o World Education
  o ProLiteracy
  Universities at Shady Grove
  o The National Coalition for Literacy,
  o Interfaith Works,
  o Montgomery College & MC Foundation,
  o Nonprofit Village
  o the Pre-Release Center, Montgomery County Department of Corrections and Rehabilitation.
  o Academy of Hope
  o Collaboration Council for Children, Youth and Families,
  o Non-Profit Montgomery/ Non Profit Roundtable

- **Total individuals touched by e-mail equal approximately 2,000 individuals** on a monthly basis.

- Executive Director continues to serve on Leadership Committee for Montgomery Moving Forward.
- Executive Director elected to Committee for Montgomery Board.
- Executive Director and Montgomery College intern attend Discovery's "Creating Change" conference

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2. Provide notice of funding and grants opportunities, national and state policy issues, best practices and professional development by e-mail alerts to County ESL providers. The contractor must provide at least one such notice per week.

- Engaged providers and community members in statewide MAACCE GO GREEN postcard campaign to garner in support of funding for adult workforce funding and via social media for National Adult Education & Family Literacy Week. Participated in press conference with Senator Cardin.

- **Circulated over 40 e-** newsletters/announcements to 190+ provider staff and 569+ instructors. Communicated with an additional 1,200+ individuals through the MCAEL community e-list.

- Announcements contained information on resources & opportunities including but not limited to:

  o local, regional & national professional development trainings/conferences;
  o MCAEL meetings and workshops
  o community meetings (e.g. Down County Providers, Workforce Mtgs)
  o awards and stipends;
  o additional funding opportunities;

  o donated supplies/books
  o membership organizations (local & national);
  o current research, ESOL best practices/teaching tools; and
  o information on current county events and issues

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3. Administer grants to providers of adult English literacy services, with the purpose of supporting existing activities, expanding activities, and improving the capacity of providers to deliver high-quality services.

- For FY15, MCAEL received applications from 24 programs totaling $1,084,549in requests. **MCAEL awarded $910,000 in County grants.** The funding supported **18 organizations and 22 programs** – 14 are literacy access grants for smaller/emerging programs (expanding activities). *A list of awards is attached.*

- Grants Management FY15: MCAEL publicized County support for literacy; worked with grantees to develop Letters of Agreement; collected and collated reports and data from grantees at midyear; provided technical assistance to grantees on a one-on-one basis; submitted invoices and reports to County.

- **Approximately 2400 learners were enrolled ESOL instruction in the fall via grantee programs (an increase of over 400 learners from Fall FY14).** Thousands of additional learners were supported in non- funded programs through the larger coalition network & supported by MCAEL's services (trainings and technical assistance etc.).

- Awarded grant from City of Gaithersburg. MCAEL is the lead agency working with Spanish Catholic and Interfaith Works.

- **Site visits.** Instructional Specialist (IS)(hired August 2014) visited 5 programs in her first 4 months of employment. **Prior staffing structure did not allow time for these site visits.** Visits included these programs: Adventist Community Services, Chevy Chase Presbyterian Church, IMPACT Silver Spring, Japanese Community Center, and Linkages to Learning. Through site visits instructors were observed in the classroom, invited to additional trainings, and IS tailored feedback and trainings to better meet needs.

4. Conduct an Outcomes Project that measures the quality and effectiveness of ESL service delivery. Grantees/Providers receiving funds from MCAEL must submit demographic and performance data to MCAEL as a condition of their funding. MCAEL must ensure that grantees/providers comply with the established reporting requirements and all reporting deadlines.

- Collected demographic and enrollment data from 100% of FY15 grantees.

- MCAEL staff with a workgroup of key stakeholders began to revise and improve indicators tracking system with the assistance of a consultant, a former employee of Maryland Nonprofits.

- With the assistance of an intern, produced and published a **Career Lattice** for Adult ESOL professionals in Montgomery County. http://www.mcael.org/uploads/file/InstructorCareerLaticceFinal6_20114.pdf

- Continued to support strategies to help programs and learners in transitioning from community-based programs to Montgomery College, workforce programs and/or the workforce. Instructors are now **piloting the Workforce ESOL Toolkit, which was created by a key group of stakeholders made up of staff from MontgomeryWorks, LCMC, Spanish Catholic and MCAEL.**

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- Held Instructor Advisory Group and Provider Advisory Group meetings. Advisory groups assist MCAEL staff with reviewing compiled data to ensure programming remains useful, relevant, and a productive use of time for attendees. Groups also work to determine how to best support programs in achieving quality programming and measurable outcomes utilizing research-based practices.

5. Offer 10 meetings per year for the 50 active ESL providers (non-profit and for-profit, large and small, secular and faith-based) already in the Coalition and others as they are identified. These meetings are required for grantees/providers receiving funds from MCAEL. Meetings will offer all MCAEL grantees/providers the opportunity to share information; work collectively on issues facing the teaching and funding of ESL; leverage their combined resources for increased funding and more effective delivery of ESL services, as well as better purchasing power.

Hosted 2 daytime meetings/workshops (open to all) and **6 evening/weekend workshops** (5 open to all program staff and instructors and 1 specific to organizations (assessment training at new Grantee, Briggs Center) in order to help instructors and providers to network, collaborate and share resources and research-based practices. MCAEL provided a total of **27 hours of comprehensive professional development**.

Provider Workshop Topics included:

- Intake and Registration

- Assessing Program Success & Leaner Success

Instructor Workshop Topics included:

o More Learning, Less Teaching x 2
o Teaching Grammar
o Assessment
o Integrating Listening, Speaking, Reading & writing for Learners

- Through these workshops and meetings, **MCAEL served/connected 110 unique individuals (staff and instructors) within 33 organizations.**

- Provider mtgs/workshops continue to score about 90% on participant evaluations for usefulness.

6. Provide information to the community and students seeking ESL and information resources through an electronically available Provider Directory listing ESL Providers in Montgomery County and their services, available on MCAEL's website. This website must also contain MCAEL's grant Requests for Proposals (RFPs) and links to other adult ESOL resources, such as advocacy, training, and other professional development and capacity building resources.

- **Published revised print and searchable online version of Provider Directory**, listing local adult English literacy service providers and enabling searches by organization, level and location.

- Continued to update website and shared over 25 news, jobs and data postings to the website from July 1, 2014- Dec. 31, 2014.

- **Served as a "hotline" for ESOL questions in the County.** Answered calls/emails from individuals interested in literacy services for themselves or acquaintances as well as calls from volunteers interested in the field of ESOL (avg. 2 per week – increased volume over last month). Additionally, continued to **connect individuals to services** through partnerships with the PTAs, employers, and other civic organizations.

- **MCAEL printed 10,000 copies of the Provider Directory** in the fall and distributed almost 6,000 to date. Directories were distributed across the County through ESOL providers, other nonprofit organizations, businesses and MCAEL's community list. Print directories continue to assist individuals with finding initial classes and transitioning to other programs.

- **Printed 20 poster directories to be displayed in 20 Mont. County Public Libraries.**

  - **Provided funds for instructor/program staff to attend local conferences** via the Dr. Deborah Bhattacharya Fund, in memory of MCAEL's former Program Manager.

- MCAEL continues to populate its **in-house library with ESOL books – books are donated by instructors/organizations and the publishers**. The library enables instructors and providers to access books and other multimedia materials that can be used in their classes. MCAEL is also working on building an online library for instructors and provider staff.

- **Expanded MCAEL's role as a communication hub. Hired Montgomery College student as a paid intern, Fall 2014. Increased use of Facebook and Twitter** to disseminate information & connect community. Increased Facebook likes from 236 at the FY14 mid-year to 305 at the FY 15 mid-year; posts are more frequent and more interactive. Again, almost doubled Twitter followers, now at 355, up from about 200 at FY 14 mid-year.

- MCAEL Board Finalist for Center for Non-Profit Advancement Outstanding Board Award

- MCAEL planning the Second Annual Grown-Up Spelling Bee for Literacy (March 5, 2015). To date, almost doubled number of sponsors and over doubled fundraising dollars.

- Completed annual audit and was provided with an unqualified opinion by Saggar and Rosenberg.

- As of FY15, MCAEL has been leveraging funds through the Morris and Gwendolyn Cafritz Foundation, the Montgomery College Foundation, The J. Willard and Alice S. Marriott Foundation;.

- Held annual fundraising campaign in December. 100% of the board donated to MCAEL in 2014.

- Using a matrix of skills (developed by MCAEL Governance Committee) and needs for the MCAEL board to assist MCAEL in recruiting a new class of board members to deepen its bench. Added two new board members in FY 15 to date, Shirley Brandman, former MCPS Board of Education, and David Kay, Attorney, Lerch, Early & Brewer.

- Continued to improve donor database: Salesforce for nonprofits. Integrated iContact within database platform for improved tracking of communication with constituents and automated data requests from providers for Provider Directory.

- Continued to leverage resources and expand partnerships with local, regional and national businesses including:

o Eagle Bank	o Holy Cross Health,	o Lee Development Group,
o M&T Bank	o Social and Scientific Systems,	o Rosetta Stone
o Saggar and Rosenberg	o PEPCO	
o Comcast		
o Burness Communications		
o Lerch Early & Brewer		

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MCAEL

Adult English Literacy

MCAEL FY15 Adult English Literacy Program Grants & Literacy Access Grants

PURPOSE

In partnership with Montgomery County Government, MCAEL offers grant resources to support adult English literacy programs. The objective of MCAEL's grants program is to increase the availability of adult English literacy services offered to diverse populations and to improve the quality of those services in Montgomery County. MCAEL thanks the Montgomery County Government for supporting literacy.

For FY2015, funding was made available to support Adult English Literacy Programs in Montgomery County in order to increase, and improve delivery of adult English literacy services to Montgomery County residents and workers.

In addition, MCAEL offered Literacy Access Grants to support a drop in class and/or classes with under 120 hours per year in order to: (1) access and leverage ongoing/new partnerships and resources; (2) create access to English classes for underserved populations; and (3) develop access points to link individuals to the larger ESOL system that exists in Montgomery County. Eligible organizations must be or partner with a non-profit, 501(c)(3) or have a similar designation from the U.S. Internal Revenue Service organization. For more information, please see the RFPs on MCAEL's website: http://www.mcael.org/grants .

Adventist Community Services of Greater Washington
ESOL Program (Literacy Access Grant)
To support an English program for limited English proficient residents of Silver Spring/Takoma Park in order to enable unemployed or underemployed individuals and families the opportunity to gain the skills necessary to grow and become self-sufficient
$5,900

Ana A. Brito Foundation Inc.(formerly Epworth United Methodist Church)
Language and Computer Program (Literacy Access Grant)
To support efforts by non-English speaking immigrants to adapt to their new environment and empower them to lead productive lives as Montgomery County residents
$11,250

Briggs Center for Faith and Action
English as a Second Language (Literacy Access Grant)
To support a program offering English classes at no cost to a diverse population of learners in the greater Bethesda area
$5,300

CASA de Maryland, Inc.
Evening ESOL Program
To support an evening ESOL program focused on improving participants' listening, speaking, reading, and writing skills, so adult learners may become more financially independent, increase their employability, better integrate into American society, and achieve their personal goals
$174,750

MCAEL FY15 Adult English Literacy Program Grants & Literacy Access Grants

CASA de Maryland, Inc.
Workforce ESOL Program – Shady Grove (Literacy Access Grant)
To support the operation of drop-in English classes at the Welcome Center in Shady Grove, so adult learners can learn English and improve their employment prospects and increase their earnings
$10,650

CASA de Maryland, Inc.
Workforce ESOL Program – Silver Spring (Literacy Access Grant)
To support the operation of drop-in English classes at the Welcome Center in Silver Spring, so adult learners can learn English and improve their employment prospects and increase their earnings
$10,650

CASA de Maryland, Inc.
Workforce ESOL Program – Wheaton (Literacy Access Grant)
To support the operation of drop-in English classes at the Welcome Center in Wheaton, so adult learners can learn English and improve their employment prospects and increase their earnings
$10,650

Catholic Charities of the Archdiocese of Washington, Inc. (Spanish Catholic Center)
ESOL Program w/Family Literacy Component
To support an ESOL program with a family literacy component, located in Gaithersburg, focused on increasing the language and literacy skills for low-income, limited English proficient members of the Hispanic community and other immigrant communities in Montgomery County
$82,000

TIMELINE: FY15 GRANT PROCESS

|	
February 4th	MCAEL issues RFP
February 5th	MCAEL RFP workshop
March	Optional MCAEL staff reviews of applicants' draft proposals
April 15th	Final submissions due
May 14th/16th	Applicant Interviews
May 30th	Panel convenes, reviews grants and makes recommendations
June 2014	MCAEL Board final approval
June 2014	Final grant awards announced
June 2014	Staff available for debriefings

OUTREACH
MCAEL conducted targeted outreach to ensure a wide circulation to all Montgomery County adult literacy and ESOL providers through MCAEL's provider list and local non-profit and government networks.

TOTAL REQUESTS RECEIVED
19 organizations, 23 programs and over $1,000,000 in requests

TOTAL AWARDS
$910,000 in grants awarded to support
18 organizations and 22 programs
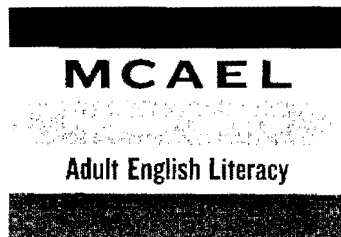
MCAEL FY15 Adult English Literacy Program Grants & Literacy Access Grants

Chinese Culture & Community Service Center

Adult English Literacy Program (Literacy Access Grant)

To support an ESOL program for Chinese Americans and other county residents focused on assisting seniors in overcoming the English language barrier in order to become active participants and contributors to the community

$9,419

Community Ministries of Rockville

Language Outreach Program

To support an ESOL and literacy program for limited English speaking, low-income, adult residents of Rockville and Montgomery County focused on helping immigrants better assimilate into American culture and improve the quality of their lives

$106,302

Family Services Inc. (formerly MHA)

Family Discovery Center (formerly Families Foremost Center) – Adult English Literacy Classes

To support an ESOL program for low-income Montgomery County parents with young children (birth-4) in order to support parents in learning English, completing their educational goals and strengthening parent-child bonds, so the parents can become more self-sufficient and better support their children

$27,300

George B. Thomas, Sr. Learning Academy

Watkins Mill Saturday School Adult Literacy Classes (Literacy Access Grant)

To support an ESOL program offering a network of family-friendly adult English literacy classes at George B. Thomas Learning Academy Saturday School Program on the weekends in order to increase parents'/school engagement and a parent's ability to support their children's academic success

$9,293

IMPACT Silver Spring

English Learning Circles – Wheaton and Long Branch (Literacy Access Grant)

To support English literacy classes focused on empowering low-income adults of diverse immigrant backgrounds while creating sustainable place-based support networks to improve their quality of life

$11,688

MCAEL

Adult English Literacy

MCAEL FY15 Adult English Literacy Program Grants & Literacy Access Grants

Jewish Community Center of Greater Washington
Gateways ESOL Classes (Literacy Access Grant)
To support ESOL classes to a primarily Russian-speaking senior population in Montgomery County in order to assist them with their transition to life in America by helping them become more active, engaged and responsible citizens
$4,140

Korean-American Senior Citizens Association, Inc.
English Program (Literacy Access Grant)
To support an ESOL program for first generation Korean seniors in order to help them become more self-reliant and contributing members of their local communities
$8,600

Literacy Council of Montgomery County, Maryland, Inc.
ESL Class Program
To support an ESL program, offering classes throughout the county with an expansion in the Gaithersburg area, for Montgomery County adult residents and workers who wish to develop functional English literacy skills, so they can get/retain jobs, secure better jobs, assist their children's education, become educated consumers, become more active members of the community, and improve the quality of their lives
$149,393

Literacy Council of Montgomery County, Maryland, Inc.
Family Literacy Access Classes Through English for Daily Living (Literacy Access Grant)
To support family English literacy classes for parents focused on improving their language skills while also engaging the entire family in order to increase the amount of reading parents do with children and provide a path for parental involvement in the school and their children's lives.
$10,630

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MCAEL

Adult English Literacy

MCAEL FY15 Adult English Literacy Program Grants & Literacy Access Grants

Montgomery County Public Schools Education Foundation, Inc.
Linkages to Learning Adult English Literacy Program
To support an ESOL program offering a network of family-friendly adult English literacy classes in high needs MCPS schools during the week in order to increase parents'/school engagement and a parent's ability to support their children's academic success
$205,593

Muslim Community Center
English Language Program (Literacy Access Grant)
To support ESOL classes that will enable adult learners who are members of the Muslim faith community and those of other faiths to learn English more proficiently in order to gain knowledge and self-confidence, so they can be more independent in their daily lives
$3,550

Rockville Seniors, Inc.
Rockville Senior Center English Program
To support an English program developed to help immigrants over age 60 learn practical speaking, listening, reading, and writing English skills that will enable learners to function more independently in the community
$34,860

Seneca Creek Community Church
Seneca Creek Community Church ESOL Program (Literacy Access Grant)
To support English conversation classes to adults focused on improving English proficiency as part of the Seneca Creek Community Church community outreach efforts in the Gaithersburg area
$6,200

Workforce Solutions Group of Montgomery County, Inc.
Workplace English for Employment (Literacy Access Grant)
To support an ESOL program that provides English language instruction focusing on employment vocabulary, job searches and resume-building in order to support Montgomery County language learners in finding employment opportunities and applying to jobs
$11,882

FY15 Mid-Year Community Grant Outcomes Report

Organization Name	Montgomery Coalition for Adult English Literacy (MCAEL)
Program/Project Name	Capacity Building Program
Program/Project Contact Name	Kathy Stevens, Executive Director
Phone number	301-881-136
Email Address	kstevens@mcael.org
Organization Address	12320 Parklawn Dr.
	Rockville, MD 20852
MCG Administering Department	Montgomery County Public Libraries
Community Grant Amount	$1, 257, 058
Project Start Date	July 1, 2014 – Dec. 31, 2014

Outcomes/Results Achieved

MCAEL promotes adult English literacy, leverages private & public monies for Adult English as a Second Language services, and builds the capacity of ESOL providers to improve quality of services and quantity of services. MCAEL and the coalition's 70 programs provide classes at 102 locations in Montgomery County which support thousands of adults who are pursuing English language literacy as workers, parents and community members.

1) Increased/Maintained the availability of adult ESOL services for County residents and workers.
- MCAEL awarded $ 910,000 in County grants to support Adult ESOL programs and capacity building.
- Awards went to 18 organizations and 22 programs. This included X access grants for smaller/emerging programs.
- Approximately, 2400 learners were enrolled in the MCAEL funded programs in Fall 2014. Thousands of additional learners were supported in non-funded programs through the coalition network and supported by MCAEL's services, including the provider directory, workshops and technical assistance.

2) Strengthened the capacity of adult English literacy service providers to deliver high quality, effective programs that meet learner needs.
- MCAEL's Professional Development institute provides professional development based on national TESOL (Teachers of English to Speakers of Other Languages) standards
- Hired MCAEL's first Instructional Specialist to coordinate professional development for 700+ instructors
- Designed, hosted and facilitated 6 evening/weekend workshops for instructors and providers
- Served 67 unique individuals (increase from mid- year FY 14)
- Thirty-three (33) organizations sent staff and instructors to MCAEL workshops
- Total of 27 hours of professional development was provided August – December 2014
- Instructors are piloting the Workforce Toolkit that was launched last year
- Workshop evaluations continue to score an average of 85% or above for "good use of time"; "I will use tis material in my clases."
- Designed and hosted grantee orientation for 22 grantee organizations
- Worked with increased county funding and two providers to increase services in Gaithersburg to address perennial waitlist needs

3) Increased public awareness and served as a community resource about adult ESOL
- Enhanced searchable ESOL directory on website
- 60% of website visitors are new visitors
- Website, social media, and contacts to the office (phone, email, and drop-ins) growing to 2 /week.
- Printed 10,000 directories, distributed approx.. 6,000 by Jan. 1, 2015
- Second Annual MCAEL Spelling BEE for Adult English Literacy scheduled for March 5, 2015; generated twice the revenues as 2014 Bee to date.

January 26, 2015

To: Montgomery County Council Education Committee
            Craig Rice
            Nancy Navarro
            Marc Elrich
        County Council Staff
            Vivian Yao

From: Kathy Stevens, Executive Director, MCAEL

Thank you for the opportunity to brief you on MCAEL's work thus far in fiscal year 2015, and to look ahead to fiscal year 2016.MCAEL continues to work with the coalition providers to enhance class offerings – both quantity and quality, expand our outreach in Montgomery County (to potential learners, unserved or underserved communities, and to potential funding and or service delivery partners.

As requested by Council Staff, I have provided the following information:
- FY 14 Report and Community Grants Outcomes (reports, grant awards, and FY 14 Data Book attached)
- Fall 2015 grantee/coalition data
- Overview of Need, Wait-List and Enrollment Information
- Use of Increased County Funding
- Additional information on successes and outreach

Here is an overview of a few recent highlights:

- Hired MCAEL's first Instructional Specialist, Charlotte van Londen. This staff expansion provides direct service and support to increase training for 750+ instructors
- Director of Programs and Services, Heather Ritchie, left MCAEL in November in order to pursue new challenges after 6 years at MCAEL
- Currently interviewing candidates for ESOL Program Specialist (replaces Director of Programs and Services)
- Currently interviewing candidates for Communications & Outreach Coordinator (PT, new position)
- Participated in Moving Montgomery Forward on the steering committee
- Attended a variety of ESOL and other conferences, locally, regionally and nationally
- Continued work with grantees to refine indicators of learner success; starting preliminary discussions on community outcomes vis-à-vis literacy indicators
- Implementation of MCAEL's 2014 – 2017 Strategic Plan.
- Second Annual MCAEL Grown-Up Spelling Bee for Adult English Literacy scheduled for March 5, 2015; pre-event sponsorships show almost double revenue from 2014, increased interest, increased participation plans and media coverage.

Need, Wait-Lists, Enrollments

The need for adult English classes continues. To evaluate need and success, the whole picture –
class enrollments, wait-lists, retention, and learner gains – in other words both outputs and
outcomes should be considered and evaluated. Based on the most recent data there are more
LEP adults than the MCAEL network is serving (recent data suggests now 1 in 6 LEP adults, and
recent influx of immigrants from the Philippines). There are likely a number of potential
learners that do not even know the possibility of taking English classes exist. Lastly, while some
programs keep wait list numbers, other programs, at the same time have open MCAEL grantees
(and the Gilchrist Center) show just under 900 individuals that are one type of wait-list or
another. Additionally, Montgomery College, reports an additional 500+ students (for the ESOL
program that were tested and not placed; additionally 150+ who called after registration and were
not tested for class level placement.)

The mid-year grantee data shows that about 2400 learners were in classes Fall 2014 – an increase
of at least several hundred learners. At the same time, several programs do show empty seats in
classes. This is a natural occurrence in adult education and in the social service arena.

*This year, MCAEL worked with two ESOL providers to open new sites/classes in Gaithersburg,
where we have seen chronic and growing wait lists for adult English classes. Preliminary data
from one of those programs shows no waitlist now. The second program has about 50% of its
new program seats filled and still has a waitlist, though it is reduced from last year.*

Additionally, not all programs currently track wait list data. For some programs, it is a moot
point since they do not have resources to add classes, if a wait list develops. For other programs,
it is a time intensive staff function that they have not prioritized, and for others it would create a
sense of false hope for potential learners. The MCAEL provider coalition does refer learners
among programs – a benefit of our coalition building work - if classes are full or if they can't
meet learners need for other reasons, with varying success.

Wait list numbers are important and are only part of the story.

How has MCAEL used the increased County funding?

MCAEL's total funding for FY 15 is $1,257,058. $910,000 has been granted directly to
grantees, and $347,058 for MCAEL's operating budget. MCAEL's grantees have been restored
to at or above pre-recession levels and, in addition, MCAEL has been able to fund a greater
number of programs with this increase and programs have been able to offer more classes, at
additional sites. Specifically, as mentioned above, MCAEL worked with two providers to
address perennial waitlist issues in the Gaithersburg area. Those programs budgeted for new
sites/classes, and the increased funding was an integral part of that process. MCAEL and the
network of coalition providers continue to be very appreciative of the county support the
coalition receives.

Quality instruction and quality program design and infrastructure ensure that learners realize
learning gains and stay connected and committed to learning English. If that connection and
commitment is maintained, individuals can better complete a pathway to English proficiency,

which can take about 7 years. With English proficiency, they can better pursue their goals of being active parents, workers, and community members, and even continue their education and career pathway development.

MCAEL is hiring its first Communications and Outreach Coordinator (PT – 25hrs/week). The successful candidate will be instrumental in coordinating and implementing outreach to communities with whom MCAEL is not optimally connected –including potential new providers, new learner communities, and other community, business and non-profit partners.

Please let me know if you have additional questions or need more information.

Thank you for your continued support and investment in MCAEL and the network .